

Contacts

FEBRUARY
1946



Welcome
Curlers!

MANITOBA
58th ANNUAL
BONSPIEL

February
Scene

Every Eatonian Will Be Proud of This Letter

The T. Eaton Co., Limited,
Winnipeg, Manitoba.

Bemidji Hotel,
Bemidji, Minnesota,
January 14th, 1946.

Sirs:

I am your most enthusiastic good-will representative from the States. Your firm has received more commendable advertising, direct from one thoroughly pleased customer to possible purchasers of your merchandise, than any one merchant in this part of the country.

I am situated in a spot where I can go right on advertising your method of doing business, your establishment, its employees and their courteous manner in receiving foreign customers. To my wife and me they are the cream of fine, thoughtful and considerate clerks.

My wife and I will travel a thousand miles out of our way to have the opportunity of shopping at The T. Eaton Co., Limited, Winnipeg.

Your concern, your business methods, your employees, the high quality of your smart, modern and beautiful merchandise, puts our top-flight department stores in Chicago, New York, Philadelphia, St. Louis, Kansas City, Los Angeles and Hollywood in second place.

I want, and insist, on your co-operation in acquainting the American public, the tourists especially, in visiting your concern. It is an education, visiting and inspecting your mercantile establishment.

My wife and I are going to Canada shortly to buy our usual spring and summer apparel, so please let us know when you expect your spring arrivals, as we wish to be amongst the first to view your merchandise.

Yours very truly,

(Signed) Wm. H. Erickson,
Manager,
Bemidji Hotel.



Attention, Blood Donors!

Will You Help in This Great Work of Saving Life?

During the war years, some three hundred of our Eaton men magnificently answered the call for blood donors, a number making as many as eighteen donations — a proud record that will never be forgotten!

The need is still urgent! We are now sending some six blood donors from Eaton's each Tuesday to the General Hospital blood bank. This is to repay the life-saving blood that has been used for the boys and girls in the Deer Lodge Veterans Hospital, because **we cannot, will not, let them down!**

One week in January we had **four calls** from the hospital asking for rush donations of blood for two of our own Eaton girls. It is most gratifying to know that our welfare office was able to get these donations to the hospital within one hour after receiving the call.

Free Blood for All! Meanwhile the Canadian Red Cross are planning to again take over the Blood Clinic as they did during the war years. One million dollars will be spent for the new civilian blood transfusion service, designed to provide **free blood**, serum and plasma for every Canadian citizen.

When you get your notice to go to the clinic, please, donors, think of those gallant souls at Deer Lodge patiently, painfully waiting for your help — and let's all get behind this grand work for humanity and for those who did so much for us!



Left to right—**Capt. Victor C. Stilwell**, Member of the Order of the Bronze Lion (Netherlands). **F/L Jack Meyers**, Member Order of the British Empire. **C.P.O. Arthur J. J. Ferguson** (Calgary), British Empire Medal. **Staff-Sgt. Charles J. Bonser**, British Empire Medal.

Decorated For War Service

**Proudly We Present Four Western Eatonians Recently Awarded Decorations
For Outstanding Service to the Allied Cause**

Capt. Vic Stilwell (electricals). On January 9th Mr. Stilwell received a letter from the adjutant-general advising that he had been appointed a member of the Order of the Bronze Lion, conferred by Her Majesty the Queen of the Netherlands "in recognition of distinguished service in the cause of the Allies."

Captain Stilwell has not yet received the citation. However, it is believed that his award may be the result of successful manoeuvring behind the lines while in Holland. Questioned by "Contacts," the captain modestly admitted that he had held a strategic position while in command of A Squadron, 12th Manitoba Dragoons, during the occupation of Nijmegen and Arnhem on the Maas river.

Flt/Lieut. Jack Meyers (mail order advertising). As an observer, after being shot down over Germany Mr. Meyers was elected "man of confidence" for over 9,000 British Commonwealth and American prisoners of war held at Stalag 4B, near Dresden, Germany. Here Jack Meyers helped brighten the lives of his fellow prisoners during two long, dreary years of confinement. He was responsible to both the British and the German governments for administration and discipline, and the distribution of parcels from the Red Cross. (We hope to publish a more complete story of Mr. Meyers' experiences in a later issue.) While his citation has not yet arrived, on January 5th he received the following wire: "The minister of air and chief of air staff on behalf of himself and all ranks of the Royal Canadian Air Force congratulate you most heartily on your appointment to be additional member of the Most Excellent Order of the British Empire, Military Division, awarded to you on December 28th by His Majesty the King."

Chief Petty Officer Arthur J. J. Ferguson (torpedo gunner's mate), a member of our Calgary sporting goods staff, was awarded the British Empire Medal in His Majesty's New Year honours list. Mr. Ferguson did two and a half years of continuous service aboard the destroyer H.M.C.S. Skeena while the Battle of the Atlantic was at its height. The Skeena was one of the hardest working of all the convoy escort ships. Before joining the Skeena, Mr. Ferguson was a member of the crew of H.M.C.S. Kamloops, first corvette to be commissioned on the west coast. Mr. Ferguson's citation reads as follows: "This rating, a member of the permanent reserve force, has served continuously since the outbreak of hostilities. The greater part of his service has been at sea in His Majesty's Canadian destroyers. He has at all times performed his duties with outstanding zeal, efficiency and cheerfulness, setting an example to those serving with him." He also holds the Long Service Medal for twelve years' service with the R.C.N.V.R.

Staff Sgt. Charles J. Bonser (drapery workroom). As a member of the 1st Canadian Radio Location Establishment, Mr. Bonser was engaged in radar research and development work with the National Research Council, serving both at Ottawa and overseas. While his citation has not yet been received, it is felt that his work with this highly scientific and secret branch of the service may have a bearing on the award. The only intimation of the honour was a letter received from his former commanding officer advising him that he had been awarded the British Empire Medal as announced in the King's honour list at New Year's, and extending congratulations.

* * *

On behalf of all their associates, "Contacts" extends heartiest congratulations. We are proud indeed of these Eatonians who have brought honour to our ranks!

Meanwhile we are planning to present in March "Contacts" a complete report and photographs of all our western Eatonians who have been awarded decorations.

Recent Changes and Appointments

Winnipeg

Department W528—Boys' furnishings, hats and caps: MR. W. J. MCKEAG, group supervisor; MR. A. L. BEST, group manager; MR. R. M. MACLEAN, head of department.
 Department W528—Boys' furnishings, hats and caps: MR. A. CROAN, first assistant.
 Department W232—Boys' clothing: MR. S. HILL, first assistant.
 Department W252—China and glassware, decorative flowers: MR. G. N. HORTON, first assistant.
 Department W239—Infants', children's, boys' and misses' shoes and rubbers: MR. W. McCORMACK, first assistant.
 Department W27—Toys and wheel goods: MR. F. MCKENZIE, head of department.
 Department W1745—Printing and electrotyping: MR. W. D. McLAREN, group manager; MR. J. HUGHES, head of department.
 Department 155—Fire protection: MR. J. NEWTON, first assistant.
 Department W44—Women's, misses' suits and coats; Department W48—women's furs: MR. G. MURRAY, first assistant.

Calgary

General office, head cashier, sales audit, wages office, B.P., D.A. and C.A. office: MR. J. A. GIBSON, first assistant.

Edmonton

Please note the following department will be opened commencing Friday, January 18th, 1946:
 Department E277—Electric fixtures, appliances, accessories, fire grates and mantels, electric vacuum cleaners, floor polishers, ironers, air conditioners, washing machines: MR. L. W. BRADSHAW, head of department.
 Edmonton warehouse and sales floor: MR. J. A. MORRIS, head of department.
 Department E260—Radios, accessories, music, musical instruments, records, electric refrigerators, pianos: MR. H. FINNEGAN, head of department.
 Department E237—Men's, women's, children's shoes and rubbers: MR. V. M. RODGERS, first assistant; MISS E. LEEMING, signature.

Manitoba's Fifty-eighth Bonspiel ---

opens Tuesday, February 5th, with a record entry expected of over 400 rinks! As we go to press, twenty rinks are entered from Saskatchewan, eleven from Ontario, six from the United States and one from Alberta.

For the first time in four years there will be a Dominion play-off for the coveted McDonald Brier. This is scheduled for March 4th in Saskatoon. Here at Eaton's we join in saying: "Welcome, visiting curlers! The many services of our store are at your disposal — make yourselves at home!"



Saskatoon

Merchandise office: MR. G. D. NELSON, assistant merchandise manager.
 Department S209—Lingerie, house coats, house dresses, foundation garments, infants' and children's wear: MR. C. F. APPLEBY, head of department. This merchandise was formerly carried in department S244.
 Department S256—Farm implements, stoves and plumbing: MR. J. A. COOPER, head of department; MR. G. HEWETSON, first assistant.

Regina

Department R209—Lingerie, house coats, house dresses, foundation garments, infants' and children's wear: MR. L. E. WHITMORE, head of department.
 Department R256—Farm implements, stoves and plumbing: MR. W. J. BOURNE, head of department.

Moose Jaw

Department MJ 260—Washers, ironers, vacuums, radios, electric refrigerators and pianos: MR. J. DILLON, assistant.

Vancouver

Section 60—Stoves, refrigerators, radios, washers, vacuum cleaners, sewing machines, records, furnaces, bicycles.

Section 77—Lamps, small appliances, clocks, accessories, bulbs, flashlights, batteries, sun lamps, electric heaters, silex, fireplaces, grates, fire screens.

MR. J. CURLL, head of department.

MR. H. McLELLAN, first assistant.

Port Arthur

Department Pt.A253—Toys, wheel goods, china, hardware, stoves, washers, ironers, vacuums, radios, sporting goods, tires and tubes, paints, electrical appliances: MR. D. O. CHISAMORE, head of department.

Department Pt.A928—Basement bargain department: MR. T. COAKWELL, head of department.

Leicester Buying Office Reopened

Commencing January 2nd, 1946, the Leicester buying office was reopened in the Phoenix building, Berridge Street, Leicester, England. MR. F. HERDMAN in charge.

(Continued on Page Three)

A Happy St. Valentine's Day!

February 14th is celebrated as a lovers' feast and is said to have been derived from St. Valentine, a Roman priest, possibly identical with Valentine, Bishop of Spoleto, who is regarded as the patron saint of lovers.

St. Valentine was martyred on February 14th, A.D. 271—and hence arose the custom of sending valentines, missives or tokens of an amatory nature on that date. The practice is probably a pagan survival. Some connect it with the old idea that the birds began to mate on this day.



"I Want To Become General Manager!"

The true story of a young Eatonian recently returned to Civvy Street. "Hitching his wagon to a star," he is already going places!

Let's call him John Smith. Smith isn't his real name, but we don't want to embarrass him.

A few years back young Smith was just a boy doing a routine job, but doing it well. Came the war and Smith promptly enlisted in the air force. Here he applied himself, won a commission and returned at the war's end with a creditably high rank.

Back to Eaton's, he dropped into the rehabilitation office for an interview with the committee.

"What would you like to do?" they asked him. With a steady smile but purposeful glint in his eye, young ex-Officer Smith replied: "I want to become general manager!"

That, of course, was a tall order. However, Smith settled for a salesman's job, learned the salesbook routine and went to work. With his eye still on the ball, he decided to do more than was expected of him.

In his leisure hours he used his head for more than merely holding that natty new fedora he'd bought with his clothing allowance. Mr. Smith had ideas. The result: a set of plans and suggestions for remodelling his department—ideas for smarter fixtures, displays and customer conveniences that would, he felt, promote sales. True, some of these ideas were

not considered practical by the department management. Others, however, were adopted.

The payoff? Mr. Smith was congratulated, given a substantial raise in pay and made a section head in his department! The important point is that young Mr. Smith now has his foot on the bottom rung of the ladder—and for our money he'll go places!

Yes, it's a long way to his objective—a steep and difficult climb—and not every man has what it takes. But if you "hitch your wagon to a star" and keep going—who knows? Anyway, the higher you aim the higher you'll land.

* * *

You, too, want to go places. Do you ever try to do any constructive thinking about your department or the store at large?

New ideas are the life's blood of our business and wider opportunities await those who can produce them. Creative thinking is not easy, but it pays off. When new ideas start chasing themselves through your head, why not corral them, think them through, write them down, send them in? Who knows, among your "brain children" there may even be a tiny germ of an idea that will be just what is needed!

* * *

"The rung of a ladder was never meant to rest upon, but only to hold a man's foot long enough to enable him to put the other somewhat higher."

Good Luck, Myfanwy!

Myfanwy Evans (116 department), Winnipeg's talented young contralto, who won the Rose Bowl at the Manitoba Musical Festival last year, appeared on the York Knitting Mill's programme of "Singing Stars of Tomorrow" contest on Sunday, January 27th.

Safety Is Everybody's Responsibility

—but sometimes everybody's responsibility proves to be nobody's responsibility. And so at Eaton's we have a safety committee who keep a vigilant eye on all safety measures and equipment. This committee meets regularly to review any accident reports and discuss the general business of safety at Eaton's.

The 1946 Committee: Messrs. C. Tucker, Alex Bowman, C. Tribble, A. Sizeland, A. Arnason, J. Newton, W. Hurlburt, H. McCann (secretary).

"Eternal vigilance is the price of safety," so let's all be safety conscious in the common good. If you see or hear of anything requiring safety measures, please report it at once to the superintendent's office.

Recent Appointments

(Continued from Page Two)

Winnipeg

Department W300—Lunch room, lunch counters and bakery products: MR. J. D. LAING, group manager.

Department W480—Fruits and vegetables, third floor;

Department W580—Fruits and vegetables, basement: MR. A. ALEXANDER, group manager.

Eatonians: February 15th Is the Last Day!

A new group is now organizing for the **Manitoba Hospital and Medical Services**. If you wish to join these valuable services, please see the Welfare Office not later than February 15th, when applications close. Services effective March 1st.

WELCOME

BACK!



WINNIPEG

L/Ac V. J. Savaria, delivery.
 Tpr. C. T. Trick, service groceries.
 Cpl. W. D. Nixon, mail order hardware.
 Flt/Lieut. M. A. Platsko, gloves.
 WO/1 E. W. Fidler, drapery workroom.
 L/Ac C. J. D. MacNeil, men's shoes.
 Sgt. U. T. Fotheringham, cash office.
 Sgt. Tom Scott, mail order money returns.
 A/b D. A. McCorrister, mail order packing.
 L/Ac F. E. Key, mail order claims.
 L/Ac A. H. Johnston, men's clothing.
 C.S.M. D. R. Fraine, service groceries.
 C.Q.M.S. M. W. Moore, head of department,
 women's shoes.
 Gnr. F. C. Cave, mail order draperies.
 Cpl. Lily Bjerke, mail order hosiery.
 Cpl. Herbert Brydges, delivery.
 Cpl. J. E. Elders, men's furnishings.
 L/Ac N. J. Mackie, delivery.
 Sgt. A. L. Allen, signature, mail order sporting
 goods.
 Cpl. C. H. Dale, delivery.
 Cpl. E. M. Westmacott, stock audit.
 S.P.O. W. W. Marcus, mail order women's
 coats.
 L/Wren Madeline G. Sleavin, lunch room.
 L/Ac A. I. Russell, service meats.
 Bdsm. D. C. Lowe, mail order packing.
 L/Wren Alice Espinosa, city inspectors.
 L/Wren Jennie Bjerke, mail order children's
 wear.
 L/Sto. Gordon Anderson, garage.
 F/O M. J. Deyoe, men's and boys' hats.
 Cfn. Harold James, jewellery repairs.
 L/Ac John Brenner, delivery.
 Pte. John Lemmen, mail order men's furnishings.
 Pte. Norman Stephen, delivery.
 A/b Diver Fabien Mousseau, box factory.
 Sgt. James Alexander, city carriers.
 Cpl. John Black, painters.
 A/b J. Ronald Houston, bakery products.
 L/Wren E. Hilda Booth, mail order sales room.
 Cpl. J. E. Davidson, customers' decorating.
 Cfn. H. S. Gilbert, sporting goods.
 Pte. Graham Gillespie, men's furnishings.
 Flt/Lieut. Arthur Faiers, men's furnishings.
 Wren Alice M. Nicholas, mail order sales room.
 L/Cpl. C. R. Thierman, carpets.
 A/b J. H. Coffey, gloves.
 F/O Archie Gray, men's furnishings.
 L/Cpl. E. H. Hurl, mail order farm implements.

Pte. F. M. S. Walker, night caretaking.
 E. R. A. 3rd Class Walter Hardy, supply room.
 Pte. Therese Coyle, music.
 A/b Stanley Carrier, pictures.
 Cpl. H. A. Forgie, foodeteria.
 Gnr. C. V. Swaffer, delivery.
 Sgt. James Ward, china.
 Cpl. A. C. Sizeland, general office.
 Pte. Gustav Huhtala, service meats.
 A/b Ken P. Johnson, mail order sales room.
 WO/2 Cyril Horsfall, delivery.
 Lieut. John Russell Ross, drugs.
 Sgt. E. A. Churcher, radios.
 L/Cpl. Ernest Doubrough, customers'
 decorating.
 Sgt. W. R. Tate, basement store.
 P/O W. G. Simpson, egg candling.
 Lieut. H. H. McIntyre, depositors' accounts.
 Pte. W. H. Boyd, children's shoes.
 Sgt. George Blockley, city despatch.
 P/O Kenneth Tooth, delivery.
 Tpr. J. M. Sneesby, delivery.
 A/b Jack Spillet, mail order money returns.
 Capt. J. W. Baxter, mail order pictures.
 Gnr. H. J. Nicol, mail order advertising.
 Sgt. J. M. Bodner, men's clothing.
 Cpl. Eleanor Fleming, shirt factory.
 Sgt. E. N. A. Johnston, men's furnishings.
 F/O F. A. Winter, caretaking.
 Pte. W. A. Porter, sporting goods.
 Cpl. J. T. G. Lyons, delivery.
 Sgt. H. T. Spicer, customers' decorating.
 Sgt. W. A. Summers, mail order sales room.
 L/Bdr. Chas. Bywater, mail order jewellery.
 F/O J. K. Morrison, customs and transportation.
 Sq. Ldr. J. G. Carpenter, garage.
 L/Sgt. D. A. Brand, city despatch.
 C/PO H. W. E. Swonnell, mail order money
 returns.
 L/Sgt. Harold Lake, city despatch.
 Sgt. Victor Garbutt, city despatch.
 Tpr. T. R. Coe, mail order packing.
 Sgt. R. M. Clarke, basement store.
 Sgt.-Maj. O. G. Martin, receiving room.
 Pte. F. C. Arnold, mail order sales room.
 A/b L. B. Clark, basement store.
 Spr. S. B. Chutka, basement notions.
 Pte. H. W. Caie, drugs.
 Rfn. Gilbert Clarke, mail order men's clothing.
 L/Ac Maurice Pastyr, express shipping.
 Bdr. A. A. Boyes, customers' decorating.

WELCOME



BACK!

WINNIPEG

S.B.A. J. G. Little, drugs.
Sgt. J. W. Mitchell, delivery.
Bndsmn. R. Keith Neil, china.
Sgt. J. G. McLeod, men's furnishings.
Tpr. William Smith, express shipping.
S.P.O. R. W. Harvey, sporting goods.
Wren Doris Berg, general office.
Lieut. W. G. Despard, head of department, women's accessories.
Lieut. J. R. Lindsay, first assistant, juvenile.
Major G. U. Murray, first assistant, women's coats.
A/b C. J. (Andy) Roffey, paints.
Sto./1 Charlie Stevens, optical goods.
Cpl. Julia G. Simpson, mail order sales room.
Cpl. Jack Graham, watch repairs.
Sgt. J. A. Chamberlain, bake shop.
Cpl. Margaret Skinner, women's coats.
Sgt. P. R. de Denus, budget plan.
L/SBA F. W. Eades, first assistant, drug factory.
Gnr. Stanley Delaney, city inspectors.
Sgt. W. N. Erickson, mail order claims.
Pte. C. P. Adams, city inspectors.
Sgt. J. M. Ramsay, elevators.
Sgt. W. J. Bingham, mail order farm implements.
Cpl. D. A. A. Lane, grill room products.
Flt/Sgt. E. W. Morey, drugs.
P.O.M.M. F. J. Hamilton, garage.
Cpl. A. L. Kemp, mail order farm implements.
Cpl. W. Karpik, shoe repairs.
Cpl. J. M. Bruce, receiving room.
Pte. H. J. Clancy, delivery.
Capt. V. C. Stilwell, electricals.

PORT ARTHUR

Cpl. Ernie Black, furniture.
P.O. Writer William Cameron, general office.
L/Bndsmn. George C. Rudd, men's furnishings.
A/b Hugh A. Young, driver.
Gnr. Bill Metzger, meats.
Bdr. Ray E. Parker, meats.
L/Ac Rene A. Gravelle, men's furnishings.
Bdr. R. E. Parker, foodateria, meats.
1st Lieut. E. J. Williams, women's garments.
S/B.A. D. P. Curry, first assistant, electricals, etc.
L/Bdsm. G. C. Rudd, men's and boys' clothing.

MOOSE JAW

Lieut. A. C. Goudie, head of department, advertising.
L/Stwrd. T. D. Humphrey, men's clothing.

PRINCE ALBERT

3rd Class C/PO B. G. Willis, hardware, etc.
L/Bdr. W. E. Chester, foodateria.
Pte. R. J. Shortridge, head of department, gloves, notions, etc.

PORTAGE LA PRAIRIE

Pte. A. M. Barkley, foodateria.

REGINA

L/Ac A. E. Schulzman, furniture.
Sgt. A. F. Gomez, advertising.
L/Ac J. C. Moffatt, toys, wheel goods, etc.
L/Smn Philip Koellmel, toys, wheel goods, etc.
S/Sgt. A. S. Wrye, general office.

VANCOUVER

Lois M. Cooper, R.C.A.F. (W.D.), contract office.
Samuel W. Burndred, caretaking.
L/Sgt. Herbert E. McLellan, head of contract office.
Flt/Sgt. A. H. Walker, sales floor.
Cpl. Lois Margaret Cooper, showrooms.

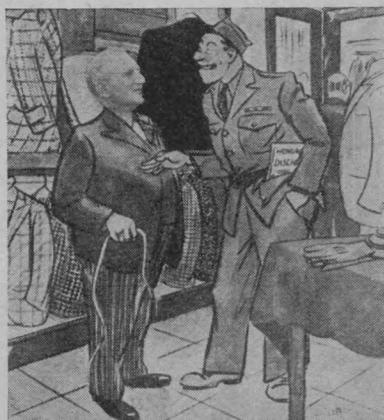
BRANDON

Bdr. L. R. Olney, hardware, electricals, etc.

SASKATOON

Cpl. Theodore Brennick, washers, radios, etc.
Sgt. R. G. McGregor, hardware.
L/Ac Kenneth Robb, draperies.
Cpl. Charles Cranston, men's and boys' clothing.
L/Sto. R. H. Moore, foodateria.

Candid Camera Shot of the Month



"Never mind the color, size or style,
just so it's civilian!"

* * *

Despite the rush of ex-servicemen to get into "civvies," "Laird o' Tweed" McKeag seems to be putting on weight.



SUDBURY



BELLEVILLE



OTTAWA



NORTH BAY



PEMBROKE



WOODSTOCK



BROCKVILLE



NIAGARA FALLS



PICTON



LINDSAY



STRATFORD



KITCHENER



NAPANEE



BRANTFORD



HANOVER



HUNTSVILLE



SAULT STE. MARIE



KIRKLAND LAKE



PETERBOROUGH



ST. CATHARINES



CHATHAM

Twenty-One Friendly Stores

Yes—that's right, the whole C.D.S. Chain is a proud part of the **EATON** organization. Perhaps you've noticed us when you've been holidaying up around Huntsville . . . or maybe the streamlined St. Catharines C.D.S. has attracted your attention with its clean-cut modern architecture. In fact, practically anywhere in Ontario, from Sault Ste. Marie to Ottawa, you'll find a friendly Canadian Department Store. Next time you're in "Our Town," do come in and see us. The C.D.S. always has the "Welcome" mat out to greet any member of our "Big Brother" stores.

Another Store soon to open will be at Deep River, a new town near which Canada is building a pilot plant to smash atoms and produce atomic energy. It is on the Ottawa River, a few miles north of Chalk River, Ontario.

—By courtesy of "Flash," Eaton's, Toronto.



Portage and Donald corner windows feature Hat "Tricks" by Hopkins

He Designed "Cover Girl." Hopkins also designed for many leading motion pictures, as witnessed in the fashion pre-eminent trend-setting picture "Cover Girl," which he designed two years ago, and which is accepted as the one wartime fashion trend to take hold throughout America.

Wicks "Wangles" the Franchise. Recently our millinery buyer, Mr. Fred Wicks, visited the Hopkins studio and retail salons on Rodeo Drive in Beverly Hills (home of many movie stars) and secured the franchise of Kenneth Hopkins hats at Eaton's. And that's how we came to feature this exclusive collection in our Portage and Donald windows during the week of January 7th—a collection of hats noteworthy in their extravagant effect, yet abundant in restraint and good taste.

Doreen Day (Eaton's, Toronto) had a bright piece in her column recently about a visit she made to the Hopkins studio. Describing the maestro and his business twins, his managers, so aptly called by an international columnist "Tweedledum and Tweedledee," Miss Day says that "in his rather quiet, abstract way he (Hopkins) watches over the antics of these astutely keen young men . . . who play football with ethics, clown through a sales talk and treat the best of Hollywood stars with less respect than we could tolerate . . . Yet because of their spontaneous wit and Hopkins's effervescent talent, all roads lead to Hopkins. We saw all three of them almost swooning over Lynn Bari while they crowned and recrowned her with tulle veiling, birds, flowers. Net result—in less than an hour three of the most enticing hats we've ever seen! One chapeau was made with plaid taffeta on which great pearls were strewn—that was 'California Dew in the Morning.' We know it sounds a bit crazy, but we are the gals that have learnt to recognize talent when we see it. And to Kenneth Hopkins we give an Oscar!"

Outhopping Hopkins (?) You can't blame a fellow for trying. "Contacts" hears that while in the Hopkins studio our Mr. Wicks put some finishing touches on a hat being shown to that slender, lovely Fox star Lynn Bari. With a gracious smile Miss Bari accepted a suggested crowning effect by Mr. Wicks, as did Maestro Hopkins, and they all ended up at Romanoff's for coffee!

Fur Staff Honours Ruth Spurway

Mr. and Mrs. N. Taylor were hosts to the staff of the fur department on Saturday evening, January 26th. The occasion was to bid farewell and good luck to Miss Ruth Spurway, who, after a number of years in the fur department, left us to join the staff of the educational department.

Warm words of praise and tribute to her efficiency were extended by Mr. Taylor. Mr. George Gould made the presentation of a silver locket and bracelet from the staff.

Miss Spurway thanked the staff for their lovely gift and verbal tributes.

Moviedom's Maestro of Millinery

Eaton's Secures the Exciting Hat "Tricks" of Kenneth Hopkins, Beverly Hills Wizard of Fashion Fantasy

The average man who says to friend wife, "Where did you get that cockeyed hat?" usually gets the worst of it. But when Kenneth Hopkins, of Seattle, got in the habit of criticizing his wife's chapeau he went a bit further and enrolled at a school of design. Today, Kenneth Hopkins hats are making headline history.

Hopkins's creations are sought by movie stars and fashion-conscious gals right across the United States. Such cinema lovelies as Loretta Young, Rita Hayworth, Jeanette MacDonald and other American beauties in the public eye are Hopkins fans.

He Designed "Cover Girl." Hopkins also designed for many leading motion pictures, as witnessed in the fashion pre-eminent trend-setting picture "Cover Girl," which he designed two years ago, and which is accepted as the one wartime fashion trend to take hold throughout America.

Wicks "Wangles" the Franchise. Recently our millinery buyer, Mr. Fred Wicks, visited the Hopkins studio and retail salons on Rodeo Drive in Beverly Hills (home of many movie stars) and secured the franchise of Kenneth Hopkins hats at Eaton's. And that's how we came to feature this exclusive collection in our Portage and Donald windows during the week of January 7th—a collection of hats noteworthy in their extravagant effect, yet abundant in restraint and good taste.

Doreen Day (Eaton's, Toronto) had a bright piece in her column recently about a visit she made to the Hopkins studio. Describing the maestro and his business twins, his managers, so aptly called by an international columnist "Tweedledum and Tweedledee," Miss Day says that "in his rather quiet, abstract way he (Hopkins) watches over the antics of these astutely keen young men . . . who play football with ethics, clown through a sales talk and treat the best of Hollywood stars with less respect than we could tolerate . . . Yet because of their spontaneous wit and Hopkins's effervescent talent, all roads lead to Hopkins. We saw all three of them almost swooning over Lynn Bari while they crowned and recrowned her with tulle veiling, birds, flowers. Net result—in less than an hour three of the most enticing hats we've ever seen! One chapeau was made with plaid taffeta on which great pearls were strewn—that was 'California Dew in the Morning.' We know it sounds a bit crazy, but we are the gals that have learnt to recognize talent when we see it. And to Kenneth Hopkins we give an Oscar!"

Outhopping Hopkins (?) You can't blame a fellow for trying. "Contacts" hears that while in the Hopkins studio our Mr. Wicks put some finishing touches on a hat being shown to that slender, lovely Fox star Lynn Bari. With a gracious smile Miss Bari accepted a suggested crowning effect by Mr. Wicks, as did Maestro Hopkins, and they all ended up at Romanoff's for coffee!

A buffet supper, consisting of turkey, roast ham and all the trimmings, was served. This was followed by games and dancing.

The party broke up about 11:30 o'clock and the general consensus was that it had been a gala affair and that we should have parties more often.

Recent Appointments

(Continued)

London Buying Office

MR. C. L. Bryant, head of department.
Department W61—Sporting goods, auto accessories and luggage;
Department W63—Tires and tubes;
MR. R. HUTTON, first assistant.



TALK ABOUT PEAK LOADS!

This picture, showing but a few delivery bunks in the "old garage" section of the despatch during the busy Christmas season, gives some indication of Christmas delivery loads. In addition to what can be seen in the picture, there is a large box truck beneath each opening. This was also completely filled, mostly with groceries.

Faced With Treacherous Roadways and Record Loads, the Christmas Delivery Gets Through With Flying Colours!

There were two deliveries the day before Christmas, the first pulling out at 8 a.m. and the second at 3 p.m. Loading for the first delivery commenced soon after 6 a.m., and just before pulling out, all the drivers went up to the employees' lunch room for coffee and toast. Thus they were right on the job delivering very soon after leaving the store—a great help in getting back for the second delivery. Practically every driver was back, cashed in, and ready to go home soon after 8 p.m. Christmas Eve, and many were in by 6 p.m.—one of the earliest finishes ever experienced, and, in spite of treacherous roadways, completed without any untoward happening.

Horses Had Christmas Dinner, Too!

And the horses were not forgotten. After a very steady grind of several weeks they were given a break on Christmas Eve. The second delivery was trucked, so that the horses could go home to their brightly lighted stables also in good time and enjoy a warm Christmas meal which they richly deserved.

Did You See the Golden Horse Shoe?

One of the outstanding landmarks on Pembina Highway was the lovely Christmas decorations outside the front of the stables. A large lighted wreath, all spruced and brilliantly coloured, was the centrepiece. The lights encircled a golden horse shoe with reflectors for nails. This horse shoe framed a painting of a horse's head—a stunning black horse with white face. On either side, on the gables of the building, was a lighted tree. This decoration was very effective and easily discernible from as far away as Osborne Street and Corydon Avenue. We are indebted to Messrs. Jack Morrison, W. Keeler, Ernie Beattie and John Verhoef for their kind assistance in this promotion.



Eaton's first Christ-mas delivery service, a "dogcart" drawn by a pony named "Maggie."





Below:

Donald Annex
(Looking North)

Toyland has "growing pains," with this impressive result!

Above:
Donald Annex
(Looking South)
"Bicycle Row," and
in background the
auto accessories section,
now conveniently located by
Graham Avenue wall
—making it easier
for motorists to pop
in. Large murals
showing scenes of
the "open road" are the creation of
Don Howard of our painters staff.



The Spacious New Home of Toyland!

A delight to young Winnipeg, with its broad, inviting aisles. In the foreground is the children's furniture, wheel goods and playground apparatus section, while farther north is the heart of Toyland.

Before the war Toyland was a fairyland simply overflowing with a bewildering variety of playthings from many lands. However, toy manufacturers are making pop guns again, instead of big guns that kill people — so Toyland will soon be fairyland again!

"Everybody likes a change"



A clipping from the "Ketchikan Fishing News" tells how nylons came to Alaska, sent to Mary Ewing, mail order advertising, by her sister in Alaska.

"If You Love Me, Get in Line for Nylons!"

Bigest event of the day in Ketchikan was a shipment of some ten dozen pairs of nylon stockings, received by J. R. Heckman & Co., and placed on sale this morning. Advertised only by word of mouth, the stock was sold out in short order, with many customers still waiting in line when the last pair crossed the counter.

Both women and men were in line at the store this forenoon, and one woman is reported to have phoned her husband, "If you love me, you'd better get in that line."



Something New Has Been Added!

When that now historic spot, the United Services Centre, closed after so magnificently fulfilling its mission to enlisted men and women, Eaton's big Donald Annex with its 15,000 square feet of floor space, returned to "Civvy" street.

Then, shortly before Christmas, Toyland moved from the fifth floor to the Donald Annex—just as it used to do for the holiday rush in pre-war years. This year, however, Toyland came to the Donald Annex to stay. The space thus left vacant on the fifth floor was taken over by the boys' clothing and furnishings departments. The result—a fine new wearables centre for boys, with broad aisles and inviting displays—in short, 'tis said, **the largest boys' wearables department on the American continent!**

CAFETERIA BENEFITS.

Another fifth floor department to benefit by the migration of Toyland is the cafeteria, which has received a whole "bay" (or about eighteen feet) of additional space, thus increasing its accommodation.



There's a world of choice and plenty of elbow room in this greatly enlarged pants section!

Boys' furnishings section in the background.



Snazzy—What?

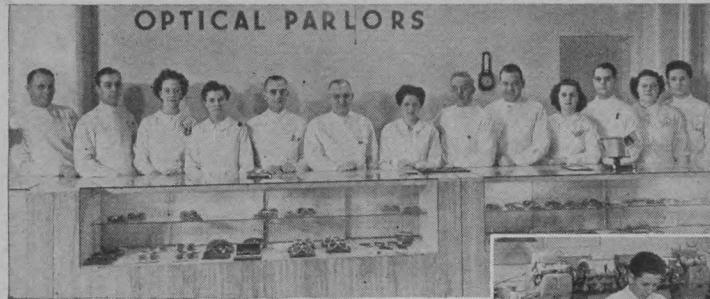
Easy for a fellow to get into the right "hat-titude" in a smart set-up like this! Note the new low-slung display cases—strictly in the modern mood.



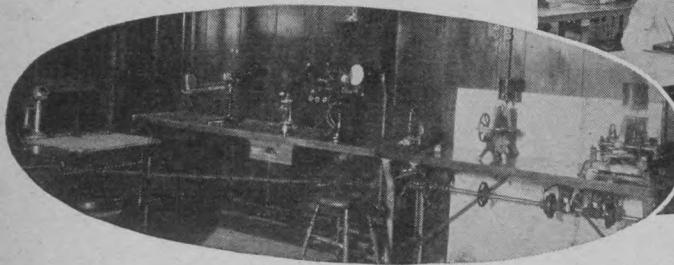
The new coat and suit section where gunning for new clothes is made easy for style conscious men of tomorrow!



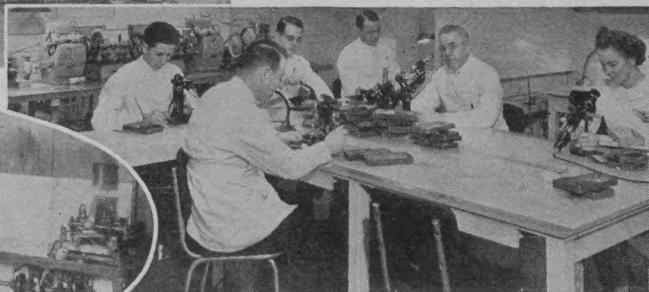
OPTICAL PARLORS



Left to right—Messrs. Jack Adams, Bill Bohonas, Miss Margaret Smith, Miss Myrtle Smith, Mr. E. G. Smith (first assistant), Mr. J. T. Westby (head of department), Miss Mary Hey, Messrs. F. Olson, Charlie Stevens, Miss Betty Stevenson, Mr. Victor Black, Miss Sheila Armatage, Mr. Arnold Monk.



The "One-Man" Laboratory of 1924



Glimpse of the Spacious, Highly Equipped Laboratory—
Left to right, Messrs. Charlie Stevens, Arnold Monk, Victor Black, Jack Adams, Fred Oldson, Miss M. Smith.

No Optical "Illusion" Here! THEN AND NOW

Many milestones have been passed in the life of the optical department since the photograph at lower left was taken in the laboratory of 1924. The staff at that time was composed of one man, Mr. F. E. Olson, who assembled eyeglasses and spectacles with the aid of very limited and what is now considered to be very outmoded equipment, namely, two automatic rimless machines for grinding lenses, two small hand-stones for edging and one lensometer for neutralizing lenses. The neutralization of these lenses, however, was done for the most part by trial lenses, as was then the recognized method for performing this operation.

The years passed, the clientele grew rapidly and with it grew the optical department and its staff. It was soon realized that more space was needed to meet the demands of this growing enterprise, and in 1938 the department moved its location from the southwest corner of the fourth floor to its present location at the rear of the fourth floor and nearer to the centre.

What Goes On?

What appears to be to some people a comparatively quiet spot is in reality a veritable beehive of activity. Examinations are made by professional men skilled in the art of refraction and optometry. From these optometrists a patient's prescription is passed on to our laboratory to be filled. Now staffed by four skilled technicians and two apprentices, the laboratory is equipped with the most modern and scientific machines and instruments available, such as automatic machines for grinding lenses, hand-stones for edging, a lens cutter, soldering equipment, electrical drills and lensometers. These lensometers are highly sensitive instruments which analyze the prescription in the lens and through which the slightest defect in a lens can be very easily detected.

All lenses pass through this machine twice, once before the lens is cut and shaped, and

when the glasses are assembled and before they are given to the patient for whom they are intended.

Glasses are placed on an assembly line and are assembled by technicians skilled in their particular line of work. When completed, the finished product is a work of art and scientific accuracy.

Our optical department does not limit its work to local residents only. A complete service is rendered from coast to coast, and glasses have been shipped to India, Egypt, the Mediterranean area and to Far Northern outposts.

The War Years

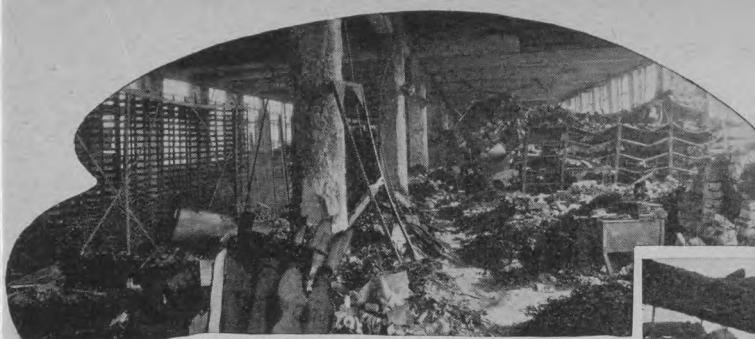
With the advent of the war the department labored under difficulties when five of our men volunteered for the armed services. However, since "work as usual" was the motto adopted, we have come through with flying colours and have been pleased to welcome back to the department three of our laboratory technicians.

In comparison with many departments, our numbers are small, but the feeling of fellowship and good will predominates here just as strongly as elsewhere in our organization, and under the capable management of our department head, Mr. J. T. Westby, and his able assistant, Mr. E. G. Smith, great things can be expected of us.

We sometimes think that Mr. Olson—who at one time handled this laboratory alone and unassisted, and now sees what has been achieved through the years of hard work and perseverance—must say to himself "Mighty oaks from little acorns grow."

When you get into a tight place and everything goes against you till it seems as though you could not hold on a minute longer, never give up then, for that is just the place and time that the tide will turn. Believe me, every man has his secret sorrows, which the world knows not; and oftentimes we call a man cold when he is only sad.—Eaton Factory "Ekcoes," Hamilton.

At left—Internal damage caused by incendiary bombs.



One Reason Why We Are Short of Telephone Equipment

During the war all manufacturers of telephone equipment were fully occupied in the production of a great variety of special equipment for armed forces. Consequently, operating companies could not obtain sufficient telephone apparatus required to meet the greatly increased demands for telephone service and only highly essential services could be provided.

While telephone manufacturing companies on this side of the Atlantic were free to concentrate on production without hindrance from the enemy, one of our chief suppliers in England was under constant attack from enemy planes, flying bombs and rocket bombs. These photographs show the devastating effect of the bombing of a telephone equipment factory. They tell—graphically better than can be told in words—why deliveries were slow. Indeed, we marvel that the company continued to deliver to us essential maintenance material.

"Contacts" is indebted to Mr. P. H. Winstanley and the "Telephone Echo" for these photographs.



Damage resulting from incendiary bomb attack.



Internal damage caused by fire after incendiary bomb attack.



Complete destruction of three-storey building by high explosive bombs.



Complete destruction of three-storey building by high explosive bombs, showing extent of damage of adjacent property.



Top picture—**The Presentation.** Mr. Elders at left and Mr. Tennant at right, are presented with parting gifts by Mr. R. S. McCordick, on behalf of the gathering.

Lower left—Tributes and good wishes aplenty! Mr. R. M. Pinfold reads a stack of telegrams for both guests of honour. Mr. Tennant listens with appreciative interest.

FAREWELL SALUTE

Mr. J. E. Elders and Mr. E. R. Tennant Honoured on Retirement After Many Years of Distinguished Service With the Company

After store closing on the night of January 10th, Mr. John E. Elders and Mr. Ernest R. Tennant, two men widely different in their spheres of activity yet similar in their achievements, were honoured by the executive, supervisors and heads of departments. The occasion was the retirement of Mr. Elders after thirty-five years and Mr. Tennant after twenty-eight years of outstanding service with the Company.

The event was marked by a reception held in the MacDonald Room of the Fort Garry Hotel, presided over by Mr. W. K. Charge.

Mr. McCordick's Tribute. Thanking both men on behalf of the Company, Mr. R. S. McCordick, general manager, said that they had built up magnificent records of service in different spheres with a great organization and had now decided to lay down their tools for a well-earned rest.

In Tribute to Mr. Tennant. Mr. McCordick said that as supervisor of the Eaton printing plant he had directed a highly technical work and had "delivered the goods"—the fruits of his work are evident in the western catalogue, which is second to none, added Mr. McCordick. Mr. Tennant, who had given twenty-eight years to the job, had wished to retire several years ago, but he had been persuaded to stay on through the difficult war period.

Mr. Elders was "a gentleman and a very astute business man," said Mr. McCordick. As supervisor of food services and fruits, he had built up for himself a grand record from the bottom to the top. Every position Mr. Elders had held with the Company had been filled with remarkable success, Mr. McCordick added, and it had been hoped that his health would enable him to continue, but he had decided to take a much-needed rest.

Mr. McCordick then presented each guest of honour with a handsome leather golf bag, "as a token of remembrance from their colleagues, who had worked with them and helped them build up their success."

Brief responses were made by the retiring Eatonians. Mr. Tennant told of entering the printing business fifty-three years ago against the wishes of his mother, who felt that "printers were a bad lot." Printing in those distant days of kerosene lamps and tobacco chewing was all hand set. Mr. Tennant added



Top picture—A few of those present, left to right: Messrs. S. H. Williams, N. S. Brooks, L. A. Tempest, E. H. Lee, J. Aker, J. W. MacKenzie, E. Dolan, K. Barling, H. McAllister, A. Keeley, S. Blankhorn.

Lower right—Messrs. S. Robertson, P. Portlock (London, England, buying office), W. G. B. Dailey, F. N. Cowley, A. Cranston, C. R. Tribble.



that his twenty-eight years with Eaton's had been "decidedly happy ones and he had been treated like a gentleman by all."

Mr. Elders, expressing his appreciation for the honour extended him, said that thirty-five years with Eaton's seems a long time, but with some companies it would seem longer. The many Eaton activities and promotions made the years fly and the time had been very enjoyable. Tracing his career from his first job with the candy department, he paid tribute to his association with Mr. Unsworth, with Mr. Tucker (who had always referred to him as "professor"), Mr. McCordick, Mr. Pinfold and others. He had tried to surround himself with men of ability, which had been ninety-nine and two-thirds responsible for any success he had achieved. He was proud of the privilege of working for The T. Eaton Co. Limited and had enjoyed serving under men who had "made him step." He also expressed pleasure that the visit of Mr. Percy Portlock, of the London (England) office, coincided with this occasion.

A great batch of telegrams was then read by Mr. R. M. Pinfold, assistant general manager, including one from the president, Mr. John D. Eaton, sending greetings to both the retiring Eatonians and commanding their achievements over the years. One distinctly original message read: "When printing ink and oranges are mixed, only good fellowship can result."

"That," said Mr. Pinfold as he concluded reading the tributes, "is what the people of Winnipeg and all over the Company think of Mr. Elders and Mr. Tennant." Three cheers and "For They Are Jolly Good Fellows!" ended this memorable occasion.

LINES TO MR. E. R. TENNANT

By Mail Order Ads (139)

The nicht, an' ye will len' yer lugs—
An' tentie be, for a' that;
The Tale o' Tennant man be sung,
An' thanks be gie'd, for a' that!

For a' that, an' a' that,
For catalogues, an' a' that;
For bukelets, fliers, fowlders, forms,
He's aye bin quid for a' that!

He's bin the Laird o' Prent lang syne,
An' aye bin graun', for a' that;
A trusty frien' to one-three-nine—
"Ca cannie" yet, for a' that!

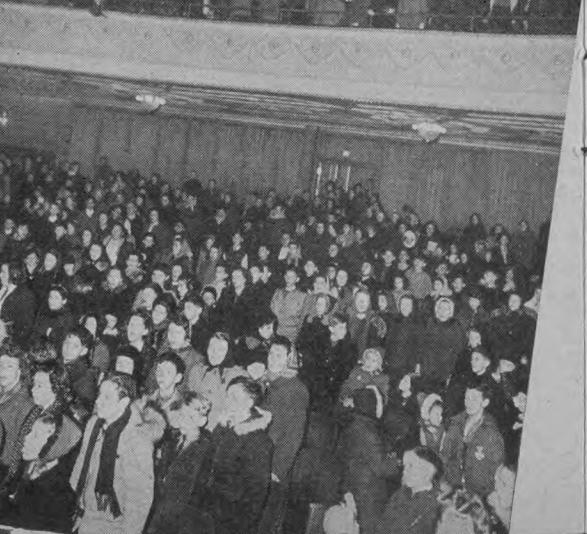
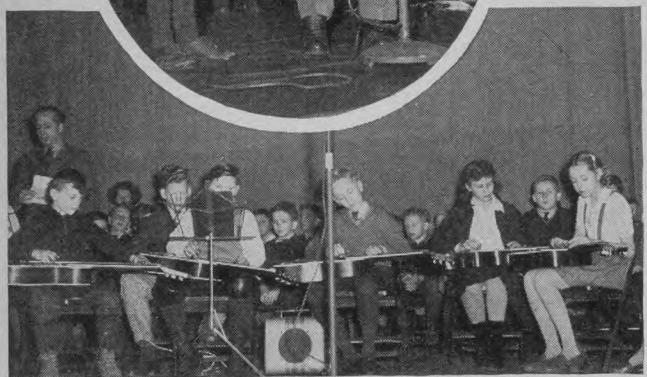
For a' that, an' a' that,
For color, tone, an' a' that;
The buke has proved him mony a year,
Wi' granes, an' girns, an' a' that!

He wunnna dreenk, he doesna sweir,
But craws a wee, for a' that;
His thrapple wadnt dree a beer,
But soople is, for a' that!

For a' that, an' a' that,
He lippened is, an' a' that;
But och! syne he's done putt at gowf—
We'll check his caird, for a' that!

Noo tae his wark he's gi'en farewell,
Forbye he's tow wi' a' that;
An' he is Fortune's ain quid chiel,
The man's the gowd for a' that.

For a' that, an' a' that—
For leesome days, an' a' that;
We gar him gae, wi' health an' joy,
Lang happy years, an' a' that!



Top-Flight Programme Marks Good Deed Radio Club's Christmas Theatre Party

(Pictures on facing page)

"Santa Claus came down the chimwee!" lisped a baby voice as we stepped from the matter-of-fact world of Portage Avenue, with its hurrying throngs of Christmas shoppers, into the darkened Metropolitan Theatre with its brilliantly lighted proscenium.

As our eyes became accustomed to the darkness, it seemed as though we had suddenly entered another world—a carefree world, peopled entirely by children. Hundreds upon hundreds of happy, laughing, singing, cheering Canadian children—members of the Eaton Good Deed Radio Club, attending their Christmas Theatre Party on Saturday morning, December 16th.

The three-year-old cherub finished his recitation about "Santa Claus coming down the chimwee" with real artistry, then launched into song as announcer Kerr Wilson stooped low to hold the mike. A storm of applause broke over the theatre, and the tiny trouper acknowledged it with a smile and bowed from the waist. What "naturals" most children are when it comes to show business!

The rest of the bill was a variety offering by talented young troupers of tomorrow—instrumentalists, singers, vocalists, dancers; "Daisy Mae," a 12-year-old comedienne who could be runner-up for Judy Canova—and topping the programme, carols by a boys' and also a girls' choir, directed by a leading Winnipeg maestro. Preceding this five-star broadcast by Good Deed Club members was a group of carefully selected movies of familiar subjects dear to the heart of a child. A great morning indeed for 2,000 Winnipeg children!

The Good Deed Award

Highlighting the whole occasion was the good deed award of a gold watch to 5-year-old Morley Schultz (at top left of layout), whose remarkable presence of mind doubtless saved his mother's life and his own.

It seems that Morley's mother was not feeling well and, lying down to rest, had fallen into a deep sleep.

Detecting the smell of escaping gas, the little chap tried to awaken his mother, but without success. Due to his persistent efforts, however, she finally awoke and, struggling to a window, threw it open. Both mother and son were very ill from their experience—but as he wears his Good Deed watch with pride, young Morley knows he has had a lesson in presence of mind that he'll never forget.

* * *

About the Pictures on Facing Page

Top Row, left to right—Five-year-old good deed winner Morley Schultz. Dolores Clifford, 13-year-old dancer and accordionist. Billy Sneesby tells of "Willie's portion of the Christmas turkey."

Second Row—Hawaiian orchestra, members ten to fourteen years of age. A section of the boys' choir.

Third Row—Girls' choir. "Santa Claus came down the chimwee," by three-year-old Ken Alylivia.

Fourth Row—Twelve-year-old Verna "Daisy Mae" Whitley singing "Yo ho in the valley!" Eugene Kowalski, thirteen-year-old violinist Mexicana. Glimpses of the audience.

Apart From the Atomic Bomb, What Is More Important Than NEWS OF NYLONS!

Nylon, say the du Pont people who make it, is "a generic term for any long-chain synthetic polymeric amide which has recurring amide groups as an integral part of the main polymeric chain, and which is capable of being formed into a filament in which the structural elements are oriented in the direction of the axis."

Now, girls, if you should be asked "What is nylon?" you have the answer.

But we venture to say that the average woman would answer the question something like this—"I don't know exactly what nylon is, but I know my nylon hose will wear longer, and they can be washed and dried in half an hour—and for a weary long time I haven't been able to buy any at any price!"

* * *

Apropos of all this, "Contacts" prints the following ballad by Mr. W. E. Gray (mail order advertising). As a bard of no mean achievements, Bill can usually be counted on for a nifty rhyme when news of great importance breaks—and, after all, what could be of greater import to you gals than the advent of nylons?

"Limb-erick" for 1946

News of Nylons! News of Nylons!
Hark! 'tis ringing down the street;
And the sidewalks and the store-aisles
Bear the rush of scurrying feet.
News of Nylons! Who hath brought it—
News of Wonder, who should bring
Greetings from the Gallant Hosiery,
Tidings of the New Stock-ing!

All last year the hopeful streamers
Shot athwart the business sky;
Pepping up the war-worn women—
"Better stockings, or we die!"
Now the limbs, so rayon-weary,
Now the legs, so lisle-betrayed—
They shall have their old-time glamour
Strutting in the Style Parade!

Ladies cry, in accents rending,
"Now our knees will bag no more;
Now we shan't be feared of bending
Down to pick things off the floor.
Now we'll garter hose securely,
Yet not dread that popping run;
Show them off, nor walk demurely,
For with 'ladders' we'll be done."

But why wait 'til Feb. the Nineteenth?
Can't we have them sooner, please?
Mr. King, speak to your Council;
On the factories "put the squeeze."
Then each loving spouse and spooner
On Feb. Fourteenth may incline
Gracefully towards his swooner—
"Be my Nylon Valentine!"

W. E. Gray.



Eaton's was honoured with a luncheon on December 15th at the St. Regis Hotel.

Her mail order associates of department 122A presented her with a lovely chenille bedspread and she was also showered with individual gifts from admiring friends. Ann Moore was born on a farm near Perth, Ont. Coming west on August 27th, 1906, she got her first and only job with Eaton's on September 10th, 1906. After a short period with the mail order cash and copying, she joined the audit, where the past thirty-eight years have been spent looking after the customers' and Company's interests.

In her leisure hours she also maintained a home, where she was devoted to family members and kept a nice garden. "A true friend and a loyal Eatonian," said her department, "who worked all day every day and did a swell job!"

Associates Honour Miss Ann Moore

Retiring After Nearly Forty Years of Devoted Service

If, like Miss Ann Moore, you've spent thirty-eight busy years in one department and on retirement are loved and admired by all, that in itself is achievement, and your years of rest will be tranquil ones, full of happy memories. Miss Moore, who decided to "call it a day" after nearly forty years with

CONGRATULATIONS, OLD-TIMERS!

The Following Eatoniens Completed Thirty Years With the Company in January and
Now Belong to That Select Body of Three-Weeks Vacationists!

Mr. Wm. A. Dunlop (141)—January 7th, 1916.

Mr. Frank Coulson (W28)—January 10th, 1916.

Mr. Peter H. Buote (101)—January 10th, 1916.

Miss Margaret Grieve (W279)—January 11th, 1916.

Mr. Harry Knox (W1074)—January 11th, 1916.

Miss Mabel Mycock (W279)—January 12th, 1916.

Miss Mary R. Cameron (116)—January 13th, 1916.

Mr. Norman Forbes (W274)—January 18th, 1916.

Mr. Albert Sizeland (154)—January 31st, 1916.

Miss Frankena M. MacRae Joins the Quarter-Century Club

A Scots lassie frae the glens and Gaelic folk of Victoria County, Cape Breton, Miss MacRae joined Eaton's shirt factory staff at Winnipeg on January 23rd, 1920, and here her entire quarter century has been spent as a skilled operator and loyal Eatoniens.

While of a modest and retiring nature, Miss MacRae is well loved by her associates for her kindly disposition. Over the years her devotion to an invalid niece also won the admiration of all who know her.

As a token of remembrance, co-workers loaded Miss MacRae's work table with gifts. A number of friends and associates also called to wish her "many happy returns." First among these was Mr. John Stronach, mail order superintendent, and Mr. W. G. B. Dailley, staff superintendent.





As a Token of Remembrance for Miss McIntosh the Workroom Staff Had a Picture Taken

Front row, left to right, seated—Mr. L. J. Blundell (head of department), Miss P. McIntosh, Miss A. Dalgleish, Mr. A. G. Wallace.

Second row—Mr. B. Guttormson, Mrs. A. Pollock, Miss M. Schneider, Mrs. C. Brown, Miss H. Senuik, Miss M. Kotyk, Mrs. W. Peterson, Mrs. R. Cavanagh, Mr. S. Lamprell, Mrs. K. Tanchuk, Mr. E. Holmes.

Third row—Mrs. A. Pearson, Miss J. Pauwels, Miss I. Zsolnay, Miss V. Foshang, Mr. J. McCurry, Miss L. Carson, Miss T. Daniels, Mrs. A. Sewell, Mr. G. Dougherty, Mr. H. Thompson, Mr. D. Rosenbaum.

Fourth row—Mr. G. Neals, Mrs. M. Panton, Miss H. Johnson, Miss M. Van Koughnett, Miss H. Olafson, Miss E. McHugh, Miss F. Cameron, Miss E. Filbert, Mr. D. McWhannel, Mrs. M. Orr, Mrs. N. Jackson, Miss R. Snarr.

Top row—Mr. R. Schlamb, Miss R. Mathias, Miss O. James, Miss H. Cornwall, Mr. D. Ritchie, Miss S. Wiebe, Miss H. Paluch, Mrs. T. Cardinal, Mr. G. Gustalson, Miss D. Izon, Mrs. E. Diebert, Mr. G. Andrews, Miss M. Anderson.

Miss Phyllis McIntosh Feted on Retirement

Drapery Staffs Present Gifts to "The Lass Frae Galashiels"

After thirty-five busy years with the Company, Miss Phyllis McIntosh, a pioneer, outstanding and well-loved member of the drapery workroom staff, has decided to retire from business life. Presenting her with a parting gift of a lovely gold compact from the staff on Saturday, January 12th, Mr. L. Blundell said, in part: "You have been very conscientious in the discharge of your duties. You have had a career you can be proud of and have set a standard that will be hard to exceed. You are to be congratulated on the co-operation and good will that has prevailed and the high standard of work that has been turned out under your supervision."

Miss McIntosh replied that she had always taken an interest in her work, and felt it a privilege to be with the Company for so many years.

Honoured by City Staff, Too. Also honouring Miss McIntosh on her retirement, on Friday, January 11th, the drapery department staff gathered at the home of Mr. H. W. Cooper, head of department, where everyone had a grand evening of fun and laughter and good old Scottish song.

Presentation of a lovely aquamarine ring was made to Miss McIntosh—suitably wrapped, of course, with tartan and heather. Speaking for her friends in the department, Herb Cooper paid tribute to her years of faithful attention to the drapery work sent over from the department. Doing a job that had little glory but required a tremendous amount of exacting detail, she was one of the many behind the scenes in the store whose untiring efforts had contributed so much to the success of the Company.

Mr. Frank Carpenter and Mr. Frank Page also expressed their appreciation of the fine contribution made by Miss McIntosh and wished the "braw lass frae Galashiels," Scotland, a happy life—as indeed do a host of other friends in these parts!



Miss Eva Dubois Becomes Quarter-Centuryite

Miss Eva Dubois, who joined the ever-growing Eaton's Quarter-Century Club on January 24th, 1946, is a real Manitoban, born in St. Norbert, Man. Joining Eaton's printing plant in 1921, she has remained with us for her full twenty-five years. Today her duties are principally concerned with printed stationery for interdepartment records.

The girls of the staff presented Miss Dubois with a lovely handbag on the special occasion. For her holiday she plans on going to the east (Toronto) and some points in the U.S.A. Hobbies—we could not pin any on her, but if she has any it is travel—and that's what she is going to do. Best of luck to this young "old-timer"!



Miss Tuttle and Associates Photographed at Luncheon Held at the Marlborough Hotel

Front Row, left to right—Misses E. Darling and M. Adams, Mr. L. Glenat, Mrs. F. Kellett, Miss N. King, Mr. R. H. Binkley (head of department), Miss V. Tuttle, Mr. F. J. Barnsdale (supervisor), Miss S. Johnson, Mr. J. Lindsay, Misses K. Shortreed, A. Saunders and F. Tallman. (Inset, Miss Vina Tuttle.)

Centre Row, left to right—Miss E. Isbister, Mrs. L. Glenat, Misses A. Carruthers, E. Carruthers, Mrs. E. Walsh, Miss N. McPherson, Mrs. G. Powell, Miss M. Marten, Mrs. M. McIver, Mrs. I. Murray, Misses F. Otto, G. Swanton and J. Stewart, Mrs. E. Lavers, Misses E. Perry and M. Freeth, Mrs. R. Donnelly, Miss Z. Rathbone, Mrs. I. Sutton, Mrs. J. Lindsay.

Back Row, left to right—Mrs. R. H. Binkley, Mrs. F. Baldwin, Miss E. Willcocks, Mrs. L. Wilson, Mrs. E. C. Ching, Mrs. J. McSpadden, Misses M. Wallbank, M. Ackland, H. Cotton and P. Allen, Mrs. M. McGregor, Mrs. J. Gault, Mrs. E. P. Duke, Misses F. Derrington and H. Yarmay, Mrs. M. Mainland, Mrs. W. King, Miss P. Nutter, Mrs. S. Tingle,

Presentation to Miss Vina Tuttle

Honoured by Juvenile Staff on Occasion of Her Thirty-fifth Anniversary With Eaton's

One of the most widely known women of our Winnipeg staff, Miss Vina Tuttle was tendered a luncheon and presentation at the Marlborough Hotel on Wednesday, January 9th, in honour of her thirty-fifth anniversary with Eaton's. Well known not only for the capable manner in which she presides over the juvenile office and for her kindness and efficiency in helping new staff members, Miss Tuttle has also earned the gratitude of the Penny-a-Week Club committee for her tireless efforts as secretary for the fifth floor.

As a token of affection from her associates, Miss Tuttle was presented with a lovely gold watch with matching bracelet by Mr. Fred Barnsdale, group supervisor.

Mr. Barnsdale paid a warm tribute to Miss Tuttle's outstanding service to the department and wished her many years of continued health and happiness. Mr. Bob Brinkley, head of department, also added congratulations and good wishes.

Responding with deep feeling, Miss Tuttle thanked the speakers and the staff for their kind tributes and lovely gift. Of the latter she gracefully added that the beautiful watch would be to her "life's indicator"—indicative of her service with The T. Eaton Company; and the bracelet links would mean "links that bind"—binding her to her many old and dear friends and happy memories.

A native of Kingston, Ont., Miss Tuttle first became an Eatonian in 1910 as a member of the wages office staff of Toronto store. Coming to Winnipeg in 1912, she served four years under Mr. R. F. Unsworth and Mr. T. J. A. Young in the drugs. Then followed eight years in departments 50 and 18 (old numbers) with Mr. A. B. Keeley and the late Mr. C. Anderson. She joined the juvenile staff in July, 1924, then under management of Mr. W. K. Charge, and for the past twelve years under the direction of Mr. Fred Barnsdale.

In addition to departmental honours, Miss Tuttle received the congratulations of many friends all over the store and mail order, to which will be added those of many western Eatonians.

* * * *

MANY HAPPY RETURNS!

Mr. Thomas Greenwood (china packing), whose thirty-fifth anniversary was celebrated on December 16th (details in Christmas "Contacts"), is seen receiving congratulations and a gift from his co-workers, Mr. Vic Dancer (head of department) doing the honours. A lovely bouquet of "mums" was sent to Mrs. Greenwood.

Twenty





Front row—Mr. C. Trick, Miss E. Palmer, Mr. A. Saunders, Miss M. Mycock, Mr. W. Sheppard, Miss M. Grieve, Mr. W. Wakefield (supervisor), Miss M. Edwards, Mr. T. Crow, Miss V. McCorkell, Mr. D. R. Fraine, Mr. A. Black.

Second row—Miss E. Crawford, Miss M. Thorburn, Mrs. I. Holt, Mr. H. Shimmen, Miss G. Stefanson, Mrs. E. Reason, Miss E. Piper, Mrs. M. Stewart, Miss A. Borland, Mrs. A. Hargreaves, Miss M. Bartlett.

Third row—Mrs. L. Weedon, Mrs. J. Davidson, Mrs. E. Starmer, Mrs. A. Wincent, Miss N. Meaney, Mr. A. Irwin, Miss B. Lloyd, Mrs. M. Brandt, Miss H. Gdyk, Mrs. A. Fallows, Miss K. Smith, Mrs. E. Drake, Mrs. H. Gullion.

Fourth row—Mr. L. Nicholls, Miss F. Tomes, Miss F. Kells, Miss M. MacFarlane, Miss S. McDermot, Miss J. Sutherland, Miss M. Brass, Mrs. F. Joba, Mr. G. Douglass (head of department).

DOUBLE CELEBRATION!

Service Groceries Honour Homecoming of Staff Members and Five Anniversaries

With so much to celebrate, the service groceries decided to do it all up in one big event. And so a luncheon was held on Wednesday afternoon, January 9th, in the Blue Room of the Marlborough Hotel.

One Hundred and Fifty Years With Company. Those honoured were five staff members who recently attained thirty years with the Company: **Miss M. Edwards, Mr. W. Sheppard, Mr. T. Crow, Miss M. Grieve, Miss M. Mycock.**

Welcome Home. They also did honour to and welcomed back four of their members who have returned from the services: **Miss V. McCorkell, Mr. D. R. Fraine, Mr. A. Saunders and Mr. C. Trick,** the latter two belonging to the Quarter-Century Club, having completed thirty-three years and twenty-six years, respectively. Mr. Trick was with the Canadian army in England when he became a member of the Eaton Quarter-Century Club on March 6th, 1944.

Quarter-Centuryites Total 423 Years. Mr. Gordon Douglass, head of department, proposed the toast to the members of the Quarter-Century Club. Fourteen persons stood, totalling a proud record of 423 years' service with the Company, while the gathering sang "For They Are Jolly Good Fellows."

Mr. W. Wakefield, supervisor, replied to the toast, congratulating the five thirty-year members, the four returned service personnel, and thanking the department on behalf of the quarter-century members for their good wishes.

Community singing was enjoyed throughout the luncheon, with Mr. Charlie Denyer presiding at the piano. Mr. G. Douglass acted as chairman.

The thanks of all go to Miss Margaret Thorburn for her tireless efforts in making this event the splendid success it was.



"It was a grand night"

"Thank You" Dinner for Sponsors



The **time**—January 3rd. The **place**—Fort Garry Hotel. The **girl**—well, and singing.

Yes, sir, it was a night of fun and festivity about the finest mass singing this scribe has ever heard. The dinner tendered by our Assistants' Association to the Eatonians who were the guiding stars of the mas seasons on record!

Over 250 sponsors and assistants sat down, assistants' president, presiding. Special office, who has contributed greatly to the success of the event, welcomed the guests and read letters from Mr. Scrivener, superintendent, warmly expressing his appreciation of service. Short addresses also were made. Tim Odell voiced a brief but brilliant reply to the sponsors.

The rest of the evening was turned over to the singing of solo numbers, the ceremonies and Harry Greenwood as soloist, augmented by Fred Lambert, ventriloquist, who tickled their toes. "Thanks a million, it was a grand night," said the host on every side as they left the Garry.



ight for singing!"

Sponsors Hits High Peak of Enjoyment!

The place—the concert hall of Winnipeg's swanky—well, there were dozens of 'em, sweet and smiling singing their pretty heads off!

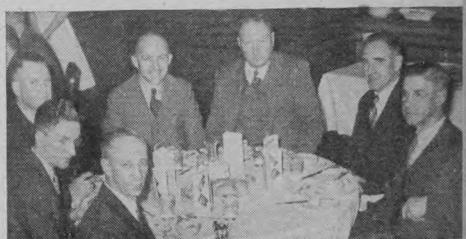
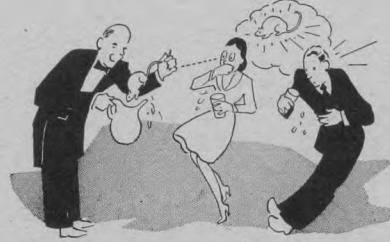
and festivity, a get-together of tried and true friends—and just scribe has ever heard! The occasion was a "thank you" dinner in association to the sponsors—that squad of specially selected stars of the extra staff through one of the most hectic Christ-

ts sat down to a scrumptious chicken dinner with Sam Fleming. Special guest of honour was Miss K. M. Kerr, educational ally to the success of the sponsor project. Mr. Fleming welcoms from Mr. R. S. McCordick, general manager, and Mr. B. C. ally expressing their thanks to the sponsors for a grand job were made by Mr. A. D. MacDonell and Miss Kerr, while Mr. licent reply of thanks to the assistants on behalf of his fellow

"Good Show!"

ed over to the entertainment crew, with Jim Scott as master of d as song leader. Highlights from the Trumpet Call Revue, triloquist, and Ken Leighton, magician, kept the audience on as a grand evening!" was the sponsors' enthusiastic comment ry.

(Continued on Page Twenty-Four)





"We come bearing gifts." Left to right—Miss M. Kelly, lunch room; Miss D. Hale, fruits; Miss Nona Carruthers, meats—presenting Mr. Elders with gifts on behalf of the three departments. Mr. John Laing looks on.

TRIPLE HONOURS

Mr. John Elders Receives Tokens of Remembrance From Staffs of Lunch Room, Fruits and Meats

At 5 o'clock on Monday evening, January 7th, the grill room was filled to overflowing with the staff of 300 department and representatives of the meats and fruits departments, gathered to do honour to their chief, Mr. John Elders, on the eve of his retirement.

Speaking for the staff, Mr. John Laing, head of department, expressed their best wishes for the years ahead and hoped that Mr. Elders would enjoy good health and a well-earned rest.

The three Eatoniens pictured above then appeared and made a joint presentation to Mr. Elders of a handsome leather-bound travel clock, a pocket radio and a brochure of photographs and pictorial reminders showing our hero's promotions and achievements over the years.

Mr. Elders Replies. It was a tough moment for John Elders. With the suspicion of a tear in his eye and swallowing a lump in his throat, he thanked his staff for the gifts. Reminiscing, he also thanked the boys and girls who had done such a good job over the years, especially through the difficult war period. He would never forget the loyalty, support and understanding they had given him.

Refreshments followed, during which Bill Sandbrook (by prearranged signal) "interrupted" the proceedings by dashing in with a special gift and a message. This gift, it seems, was in reality the payment of a wager by a certain sixth floor gentleman who had pitted himself against the Elders skill in dominoes and lost—which, of course, was inevitable. Other interesting features were a huge birthday cake, the creation of Frank Harper, iced with a ship in full sail; and a cartoon illustrating the Elders progress. Spirited community singing led by George Fox ended a memorable occasion.

"Thank You" Dinner

(Continued from Page Twenty-Three)

"Orchids" to the artists who put over a "swell" show . . . to Harold Price, the tireless pianist; to Eleanor Knox and Hughie McDonald, the singing twosome, who sang their way into the hearts of all with "The Bells of St. Mary's"; to Bert Elson and Jimmy Towns, that top-flight xylophone team who never turn down an encore; to the ever-willing violinists, and to Margaret Hess and Ernie Gould, who stooged for the magician. What chagrin they registered when—presto!—he pulled a white rat out of the silver pitcher from which they had innocently accepted a glass of water!

"Chicken Every Sunday"

—evidently proved too alluring a title for a discriminating little mouse, because eight copies of this best seller were found in a stock room recently neatly gnawed at the corners. Who says mice can't read?

Galbreath's Gastronomical Error

The assistants of the mail order departments turned out in good attendance to honour the store sponsors at a dinner and entertainment held at the Fort Garry Hotel on Thursday, January 3rd. An evening of real enjoyment was had by all.

To most of us, it was an evening that relieved us of some anxiety which we had felt in the past over Brother Galbreath of 122 (shipping), as the tables at the hotel were not set with tissue serviettes as is the custom in our own grill room at the regular monthly dinners and meetings.

These serviettes are festooned with luscious strawberries that look so natural to Galbreath that he has on several occasions devoured some, causing himself severe attacks of indigestion. He insists that these attacks were caused by insufficient sugar and cream being served the "berries."—(J.T.)

CONTACTS

Top picture—Mr. Harry Jackson, at right, makes a presentation to Mr. Tennant on behalf of the printing staff. Mr. Tennant, in centre; Mr. W. D. McLaren, his successor, at left.



Lower picture—A few of the staff caught by the camera man.

Dean of Eaton Printers Says Goodbye to His Staff

Mr. E. R. Tennant Receives Token of Remembrance

It must have been with mingled feelings that Mr. E. R. Tennant announced his decision to retire and take a richly earned rest after fifty-three years in the printing business—a career that he began as a boy in the old “hand-set” days and successfully ended as supervisor of the Eaton printing plant, one of the largest and most completely equipped in western Canada.

To honour their retiring chief, the printing staff gathered at the close of the day on January 17th. Some two hundred strong—compositors, pressmen, electrotypers, bookbinders and office people—each shook his hand and wished him health and happiness in the years ahead.

A Token of Remembrance

Mr. Harry Jackson, an associate of Mr. Tennant's for over forty-two years, was called upon by Mr. W. D. McLaren, department manager, to do the honours for his fellow workers.

Paying tribute to Mr. Tennant's supervision over the years, Mr. Jackson expressed the hope (in golfer's parlance) that “his path down life's fairway would be free from slices.” Then, as he presented Mr. Tennant with a beautiful trilite lamp on behalf of the staff, he added: “May its light shine on you and Mrs. Tennant for many years to come.”

Thanking his staff, Mr. Tennant spoke of life as a fairway over which we travel from the time when we start as infants, to the end. We had to make room for others coming along, and but for the war he would have sought retirement earlier.

Mr. Tennant also referred to the many changes and improvements to the printing plant during the past twenty-eight years. “We are all working for a fine Company,” said he, and it was with great pleasure that he bespoke the same splendid loyalty and support for his successor, Mr. W. D. McLaren, that he himself

had enjoyed. Mr. Tennant ended his farewell remarks with a little rhyme he recalled having been used on a similar occasion by a printer some half-century ago:

“I wish you health,
I wish you wealth,
I wish you gold in store;
I wish you heaven when you die—
What could I wish you more?”

Mr. Tennant Host at Luncheon

“Friends depart and memory takes them
to her caverns pure and deep.”

At 12 o'clock noon on Saturday, January 19th, his last day of business, Mr. E. R. Tennant, supervisor of the Eaton printing plant, tendered a farewell luncheon to his entire staff as a token of appreciation for the splendid spirit of co-operation they have given over the years.

Held in the employees' lunch room at Alexander Avenue warehouse, this greatly enjoyed event was presided over by Mr. W. D. McLaren, group manager. Also attending were Mr. R. M. Pinfold, assistant general manager; Messrs. B. C. Scrivener, W. G. B. DcIlley, A. D. MacDonell, W. B. Pickard and J. R. Scott.

During the luncheon Mr. Pinfold paid tribute to Mr. Tennant's successful administration of the printing plant, also to the excellence of our western catalogue, which had been largely his responsibility.

A charming “thank you” note from Mrs. Tennant, in appreciation of the bouquet sent to her by the staff, was then read by Mr. McLaren.

Community singing led by Cyril Sugden, heartily enjoyed by all (and we mean heartily!), concluded a long-to-be-remembered event.

And so au revoir, Mr. Tennant, and the best wishes of your staff for many happy, restful years! As Rip Van Winkle expressed it: “May you live long and prosper.”



ELDERS TROPHY AGAIN AT STAKE

Department 300's Ninth Annual Competition Launched With Ninety-six Players—Some Good, Some Not So Good—But All Rarin' to Go!

Top Row, left to right—John Malashuck, Gwen Jones, Grace Askew, Ruth Marsh, Laura Burton, Edith Yankel, Jennie Simm, Bill Martin. **Second Picture**—Phil Dyson, Helen Ronumark, Jerry Preddy, Mary Kulyk, Leo Lecky, Runa Howardson, Mary Brown.

Second Row—“Big Charlie,” “Champ” McLellan, Anne Sokulsky, Ann Long, Ina Livingstone, Vi Parkhurst, Georgie Gardner, Marie Hurder. **Second Picture**—Johnnie Haak, Ruby Patterson, Marge Warwick, Gwen Jones, Angelo Urso, Mrs. Burton, Bill Wilkinson.

Third Row—Edie Markill, Mary Young, Wilma Edwards, Bert Toogood, Ern Martin, Pat MacIntosh. **Second Group (at right)**—Grace Askew, Frank Tracy, Marie Saranchuk, Lucille Barnaby, Lena Dawdyduck, Jessie White, Jack James, Mrs. Middleton. **Inset**—Johnnie Laing, Reg Lower.

Fourth Row—Jean Lang, Jock (“The Great”) McSloy, Minnie Giesbrecht, Blanche Scott. **Second Picture**—“Wee McGregor” Elders, sporting the official tam, throws the first rock. **Third Picture**—Albert Wrigley, John Elders, Mrs. J. Haak; in background, Bert Toogood.



Top right—Mr. Scrivener receives the brochure presented by Mr. H. Asseltine, of Bluebirds Ski Club (right). Lower left—Mr. Scrivener points out a familiar scene to that Eaton sports enthusiast, Mr. Fos. Johnson.

"Down Memory Lane"

Mr. B. C. Scrivener Presented With Brochure of Photographs by Sports and Recreational Clubs

Memories of Eaton employees' sports and recreational activities—always so close to the heart of our superintendent—and extending over two decades, were gathered in the form of a big brochure of 175 photographs and presented to Mr. Scrivener on December 21st at a simple little ceremony in the Board Room.

The gathering, at which Mr. W. B. Pickard presided, was attended by representatives of the various staff activities. "This occasion," said Mr. Pickard, "is to show our appreciation for one who does so many little things for us; one who has given us so much of his personal time, who has been closely associated with us in staff activities for over twenty years; who graces all our functions and gets a keen enjoyment out of it."

Mr. Harold Asseltine, veteran president of the Eaton Bluebirds Ski Club, then presented Mr. Scrivener with an "Album of Familiar Pictures" on behalf of the staff.

Taken completely by surprise, and deeply moved, Mr. Scrivener said that whatever he had contributed to the pleasure of staff activities had given extreme pleasure to himself, "because I love young people!" "There is no greater thing in the world than friendship," he added in stressing the comradeship to be found in sports and recreation. He also spoke of the comradeship given him by Mrs. Scrivener (almost as well known to Eatonians as himself), "who understands you, loves you and wishes to go with me to all your functions."

Mr. W. G. B. Dailley, staff superintendent, then added a few words of tribute and wished the staff activities continued success.

Keen Competition for Elders Trophy

Department 300's Ninth Annual Bonspiel Away to Good Start With Ninety-six Curlers in Action! (See Pictures on Facing Page)

Spills, wrong turns and a few startling upsets were the order of the day when on Wednesday afternoon, January 16th, ninety-six curlers, all from 300 department, met for the ninth successive time to battle it out at the Heather rink for the J. E. Elders Trophy.

Mr. Elders, receiving the traditional "tam," fired the opening gun and from then on anything could happen—and did!

We won't mention any names, but a couple of old-time curlers were completely "shut out."

Newcomers, inspired by a handicap over their more experienced rivals, really went to town—indeed, in a few cases they won handily without even looking back.

Particularly welcome back to the fold after an absence on His Majesty's business were Messrs. John Laing, Ernie Martin, Jack James, Bill Wilkinson, Frank Tracey and Leo Lecky. Glad you're back, fellas! Incidentally, Mr. Laing was the only one of the foregoing who survived the opening round. Johnny McLennan, our diminutive champion of last year, also won over his hefty rival.



"Letters of Credit"

These British Columbians are great boosters of Eaton service. Three of the following letters are but a few among a number of "bouquets" our mail order has received from the west coast recently.

Maybe the smiling climate has something to do with it, but we'd rather believe that these kind tributes were really prompted by the efficient service of Eatonians. To quote:

It Was Nice to Hear From You, Mrs. Klassen!

"270 Vedder Street, Sardis, B.C.

"Dear Sirs—I thought that you might like to know that far away in Germany your store is famous and thought the world of.

"My Johnny is over there now, has been for four years, and still remembers good old Eaton's. In one of his letters he is worried about getting me something for Christmas, and he writes, I quote:

"I've been doing a lot of thinking about what I could get you for Christmas, but I can't come to a conclusion. If I could walk into a store like Eaton's, maybe I could pick out something that you'd like, but when there isn't anything to see, I'm afraid I'm stuck."

"And for me there is no other store but good, old faithful Eaton's.

"P.S.—I used to work on the eighth floor in the mail order while I was in Winnipeg." * * * * * "Yours truly, Helene Klassen."

And a Prosperous New Year to You, Sir!

"Penticton, B.C.

"Dear Sirs—Recently I returned a coat because it didn't fit, and asked you to send a lighter, smaller one in its place. Well, you folks down there must have television, as the coat you substituted 'fits like a glove' and is the exact length and shade I wanted. In fact, it's almost like a Christmas present at your low price of \$19.50. So, thanking you and meaning it, and wishing you a Merry Christmas and a prosperous New Year, I remain,

"Yours for more purchases, Gerald Harries."

* * * *

Our Thanks to the Knickerbocker Family for This Gracious Tribute

"Quesnel, B.C.

"Dear Sirs—On behalf of my wife Sara, our son Dean and myself, we wish to extend to you our deepest thanks and appreciation for the wonderful service and the best value for one's money in every way. It has certainly been a great pleasure for those past thirty-six years in dealing with The T. Eaton Co. Limited. How much more joy and peace one gets out of life when you deal with people who are 100 per cent honest! We don't guess—we know—that if the whole world followed the principles of The T. Eaton Company it would not be in such a financial and unhappy condition as it is in today." * * * * *

"With lots of respect and the best of wishes,

"Your friends, Carl, Sara and Dean Knickerbocker."

Thank You for Writing, Mrs. Fowler!

"Roblin, Man.

"Dear Madam—I received the man's dressing robe you sent to me and I must say I appreciate the very fine selection you made. I know I couldn't have done any better had I been right in the store. With materials so hard to get and the supply not so great, it must be very hard at times trying to please everyone. Anyway, I just want to say many thanks for your very fine service."

"We take too many things for granted in this busy life, instead of hesitating once in a while to show our appreciation and say 'thank you.' * * * * * "Yours truly, Mrs. J. W. Fowler."

BEST OF LUCK, BETTY!

The jewellery staff lost one of its most valued members last month, when **Miss Betty Meade**, section head of the novelty jewellery and flatware, left to take a position as assistant secretary to the warden of St. John's College. As a token of remembrance the department presented Betty with a lovely rawhide travelling case at a breakfast party in the grill room on Wednesday morning, January 16th.

Mr. Bert Matthews, group supervisor, who did the honours, traced Betty's career since she started with Eaton's thirteen years ago. He thanked her for a job well done. "Betty always has a smile, and the right answer," said Mr. Matthews, and he wished her great success in the new venture.

Mr. Bob Robertson also added his tribute and good wishes. Responding, Betty said she had greatly enjoyed her years at Eaton's and would miss her many friends. Apart from her regular work, Miss Meade will be remembered as a former chairman of the women's committee and also as a member of the Winnipeg Masquers Club.



In the lower picture Betty (at right) is seen receiving a gift presented by Mr. Bert Matthews.

DOWN THE ALLEY—Eaton's Five-Pin Mixed Bowling League

By Bob Munsie



Bob Munsie

By the time the February issue of "Contacts" is distributed the second series winners will have been declared. I wouldn't want to go out on the limb and forecast the winners, as no team has a long enough lead to ensure a victory. However, if the teams which are leading their divisions at the present time will concentrate on winning two out of three of their remaining games they should win. Bowling history has proved that a team that wins two-thirds of its games will win every time. Should a team win more than this percentage, you will find that it will be at least three or four games ahead of its closest competitor.

Over in Division 1 the Dixies are holding a one-game lead over the Strollers, and two games over the Merries, Capitols and Bombardiers. It should be a battle all the way for series honours. The Greenetts hold all team records, with 3,210 for three games and 1,210 for one game. Mrs. Wood holds the ladies' high three with a nifty 923, and for the men J. Davis with a dandy 944 is tops. It will take some real trundling to beat these scores. G. Bennett was in rare form when he rolled games of 320, 330 and 237, making a total of 887 from scratch. Other high games are, for the men: J. Collett, 743; J. Scott, 685; W. Liver, 693; W. Montford, 660, and S. Gerrard 657; for the ladies: Jeffreys, 753; McRae, 711; G. Irwin, 688; J. Doig, 663; Anderson, 661 and R. Baldwin 658. These women can really "chuck" balls!

The G. I. Joes and the Hawks held a one-game lead over the Quints for three weeks in Division 2. While the Hawks and the Joes were losing three on January 14th the Quints were winning three to take undisputed possession of first place. Miss Mager and Mr. Kellas led their team to victory with excellent games of 687 and 657, respectively. Other high scores in this division are as follows: J. Quinn, that insurance fella, rolled 684; A. Wright was next with 682. For the ladies, G. Morris has 639, followed by McGowan with 634. Mr. Five-by-Five Quinn leads the men's averages with 205, followed by Wright with 204, Johnson 202 and R. Munsie 201. Miss Lynes leads the ladies' averages with 190. She is closely followed by Miss Morris with 188; Trute and Mager are tied with 186.

In Division 3 R. Stacey was right on the bit with a dandy 718. G. Cancilla appears to have

reached top form, as he is constantly bowling over the 600 mark. E. Wall and W. Webster are also bowling well. High scores for the ladies were registered by E. Jeffries with 583, E. Scott 551, W. Leech 533 and J. Kolb with 524. It is a battle for series honours with the Seven Ups and Selects the contestants. The Seven Ups have only lost two games out of twelve played, and should win.

Scoring in Division 4 has been away below par. Bob McQuarrie with 593 and S. Olsen with 584 are high. Miss Graham was best of the ladies with 520. Jewels are leading the division at present, closely followed by the Imps and Penny Pinchers. The Cheerios hold the team record for three games with 2,754, and the Jeeps have the high single with 1,038. Miss D. Slack holds the ladies' high three with 780, and for the men G. Nesbitt leads the men with 861. These scores include handicap.

No reports have come in from Division 5. Mr. Patton advises that the Discards have a commanding lead and should win. They have won nine and lost three. The closest team to them are the Gay Ones, who have won seven and lost five. The Discards hold all team records with 2,626 for three games and 993 for one game. Miss J. McKendrick, with 756, holds the high three for the ladies, while for the men E. Phipps with 717 is best.

The Pantywaists and the Snowballs are showing the way in Division 6. Both teams have won eight and lost four. Who will win out is anybody's guess. Personally, I like the Pantywaists to take the bacon. The Snowballs hold the high three game record with 2,675, while the Zeros have the high single with 1,001. Miss LeJeune is queen of all the ladies with 788, while Mr. F. Swannell is king of the men with 708.

The Winnipeg Five-Pin Association's Annual Five-Pin Tournament commences on February 16th and continues till February 23rd. If any of you bowlers want to have a lot of fun and excitement, why not enter a team in this great event? There are also single and double events with a long list of prize money. Every bowler has an excellent chance as the tournament is operated on the handicap system, and if you should be really on your game you can pick up a nice piece of change. The writer has been an entrant for a number of years, and being only a fair bowler has still been able to win expenses besides having a whale of a good time. Think it over, and should you decide to enter get your entries in now.

That's all. That's it!

FISHERMEN, AHoy!

Here's good news from the Eaton Angling Club—for the dyed-in-the-wool expert with a hundred different kinds of bait, or the casual fisherman who doesn't know a Devon minnow from a cod hook! Now that so many of the boys are back, our Eaton Angling Club is planning a meeting to discuss future developments. All interested in good fishing with good fellows send your names in to Finlay Tease—now!





THE BLUEBIRDS "FLY" AGAIN

Highlights Among the Pictures

Top Row, second picture—"Daddy's little helper," eight-year-old Eileen Lazaruk, helps her mom and daddy (proprietor of Rendezvous) wash dishes after Bluebirds' dinner.

Second Row, third picture—The new executive, left to right: Joe Bingham, treasurer; Margaret Goatcher, convenor; Harold Asseltine, president; Shirley Galauher, secretary; Bill Spenceley, transportation; George Gould, convenor.

Bottom Row, third picture—Mrs. Asseltine second from left, and Mr. Harold Asseltine, veteran president of the Bluebirds. Next, Henry Gilbert and George Gould, just back from war service.

THE BLUEBIRDS "FLY" AGAIN

(Pictures on facing page)

"There'll be blue birds over
The white cliffs of Dover
Tomorrow, just you wait and see!"

A parallel to this poetic prophecy was seen on Wednesday afternoon, January 9th, when the Eaton Bluebirds, some fifty strong, were again skimming over the snow-clad cliffs of the Red River at Lockport. The occasion was a get-together of the Bluebirds' Ski Club to welcome home members who have returned from the services and to hold their annual election of officers.

It was a perfect day for skiing—not too cold, a lovely sky of rosy mother o' pearl, the right kind of snow and the wind in the right quarter. After a couple of hours' fun on the river slopes (and gosh! how pretty the gals looked in their togs of variegated colours, their cheeks aglow with nature's make-up!), the "birds" poled their way back to the Rendezvous, where a piping hot dinner awaited them.

Dinner over, an election of officers was run off by Bill Hurlburt with the following results:

Officers for 1946

President—Harold Asseltine.

Treasurer—Joe Bingham.

Secretary—Shirley Galauher (expense office).

Transportation—Bill Spenceley.

Convenors—Margaret Goatcher and George Gould.

Dancing to the juke box ended a delightful outing which was enjoyed just as much by those two older "birds," Photographer Bill Gould and "Contacts," as it was by the younger crowd.

* * *

It was good to see the old familiar faces now back from serving their country—Henry Gilbert, George Gould, Joe Bingham, Arch Gray and others.

A cheer, too, for Harold Asseltine, veteran skier and guiding star of the Bluebirds over the years, and for Bill Spenceley and Garnie Griffiths, who also for many years have given so unselfishly of their time to the Bluebirds.

* * *

A series of other outings is being planned and all good fellows from 16 to 60 who can ski, or want to learn, are invited. Watch the time office board for further information.

The Uptown Theatre on December 17th was the scene and date of a theatre party held by the optical department, the host of the evening being Mr. J. T. Westby (head of department). After the show the gang headed for Mr. Westby's home on Waterloo Street for fun and refreshments.



Speaking of Valentines — Here Are Six Sweethearts

Top Row—**Gerry**, wee son of Mr. Tom Miller (city advertising). Mother was Miss Helga Arnason of 138 department (artists). **Ronald John** is nearly 3. Son of Mr. Ronald Knowles (154A). Mother was Miss Jean Nicol (lingerie).

Second Row—**Linda** and **Donna**, twin beauties, 3 years old. Daughters of Mr. Fred Appleby (S209 Saskatoon).

Third Row—**Bruce Jr.** is two and a bit over. Son of Mr. Bruce McLarty Sr. Mother was Miss Nan Kerby (dress goods). **Peter Edward**, a stout fella of 10 months. Son of Mr. Ed Roger-son (construction office).

Another in "Contacts" Series: "SPEAKING OF SPORTS"

Swim Stars You'll Remember

A Documentary Review, by Syd C. Lloyd, of Etonians Who Have Made Swimming History

A long list of names of our employees who have distinguished themselves in swimming circles may be mentioned—Ursula Morris, Grant Brook, Vera Tustin and her cousins, Reta and Hilda Tustin; also Jennie Abrams, Betty Cole, Lil Lee, Marjorie Lee, Norah Hanley, Judy Moss, Ethel Gilbert and Cay Gordon.

Looking over the list, one picks on the name of **Ursula Morris**, who passed on to a better world some years ago after a long sickness. Ursula was a brilliant swimmer who held many club and provincial championships, and in the year 1923 was credited with three Canadian records—50 yards outdoor free style, and 50 and 100 yards indoor.

Another swimmer of the early twenties was **Grant Brook**. He was essentially a sprint artist and in the 50-yards competition held the Manitoba record and equalled a Canadian record at this distance. Grant might have become an international champion had he but given his possibilities full sway, but coaches and trainers and friends saw their plans and thoughts dwindle. Alack and alas! for Grant would have been another Johnny Weismuller.

Vera Tustin a Brilliant Performer!

Nora Hanley was a brilliant performer, winning club championships, setting new Manitoba marks and holding Manitoba titles for distances of from fifty yards to one mile. **Vera Tustin** was extremely outstanding, holding sway in Manitoba swimming circles for a long period. Every possible Manitoba championship fell to Vera and remained in her keeping over a number of years, from fifty yards to one mile; nothing went amiss with her efforts, and, of course, during that time club championships fell to her every year. Miss Tustin was also a winner of the Waugh Shield for life-saving on more than one occasion.

Marjorie Lee was another swimmer who, with brilliant performances for several years, held club championships and Manitoba championships with distinction, and her sister **Lil** was also a good performer with a classy stroke, but who did not stay with it long enough. **Hilda and Reta Tustin**, cousins of Vera, were known as first class swimmers and did well in club championships and provincial swims. Of the two, perhaps Reta was the most brilliant, holding, as she did, club championships, Manitoba titles and the Waugh Shield for life saving. Reta was at one time leader of the famous Mrs. Harrison's Water Babies.

Jennie Abrams was known as a consistently good swimmer in club and open meets and showed much promise. **Betty Cole** was a good swimmer, but her specialty was diving and she held Manitoba crowns over several years; was chosen as Manitoba's representative in the 1936 Olympic trials held in Montreal.

Ethel Gilbert Held Every Senior Manitoba Title

Ethel Gilbert has been one of the most outstanding of Manitoba swimmers. As a girl of 15 she made a junior Canadian record for 220 yards and from then on for a number of years held every senior Manitoba title and record possible from fifty yards up to one mile, and even after relinquishing the shorter distances Ethel stuck to the mile title. Yes, Ethel was brilliant. Why, even during recent years she has been a member of a Manitoba team which has for several years held Canadian title for the 200 yards free style relay. In 1942 this Manitoba team made a new Canadian record for this distance, and back in 1939 they won the 400 yards free style relay, making a new Canadian mark. Both these record times are still standing to the credit of Manitoba.

Cay Gordon Was Manitoba Champion

Cay Gordon was the swimmer who followed Ethel Gilbert as Manitoba champion in every distance. Cay has been a member of the above-mentioned Manitoba team which won Canadian titles and made Canadian records. Also, Cay in 1940 made new Canadian records for 40 and 50 yards, and equalled the standing record for 100 yards. Furthermore, Cay Gordon is the holder of all Manitoba free style titles and records up to date, only recently clinching the 50 yards record for the current year.

Judy the Great!

I have left **Judy Moss** for last mention advisedly, for she was a "standout" who brought more aquatic fame to Manitoba than any other performer in the history of aquatics in this province. Judy Moss was a springboard diver and held the Manitoba three-metre title. In the spring of 1934 a Canadian diving championship was held in Winnipeg, and against some local and outside entries Judith Moss, to her amazement, won the title, and in the early summer was sent to Toronto by the Manitoba section to compete in British Empire games trials being held. Judy placed third in the three-metre springboard diving competition and was offered a place on the Canadian team which was to travel to Wembley for the Games proper, providing money was found by Manitoba for her expenses. Of course it was found by the many good friends of swimmers, and "our Judy" travelled to England as a member of the Canadian team. This in itself was a distinction for Manitoba, but more was to follow, for Judy placed first at Wembley and was crowned British Empire three-metre diving champion.

When the news of Judith's achievement reached Winnipeg, preparations were commenced for the diving queen's homecoming.

(Continued on Page Forty-Four)





BASEMENT STORE



A diamond is glittering in the basement foodateria on the third finger, left hand, of Helen Emes! Who's the happy fellow, Helen?

"Lil" Turner (foodateria) left on December 5th to be married some time before

Christmas. A presentation of a set of travelling bags was made by Mr. Pat Carr (first assistant), while the department wished "Lil" a very "merry" Christmas.

Sorry to hear that Ann Andrushko (foodateria) has been ill.

Margaret Hutcheon (foodateria) has been having a painful tussle with her appendix, but it won't bother her any more. Guess why!

The basement notions gang recently flung themselves wholeheartedly into a bowling party at the Bowladrome. (M-m-m! What exercise can do for the figure!) A buffet supper and dancing plus entertainmenet (?) followed at the domicile of Mr. M. Best, first assistant. The only complaints the next day were from sore muscles!

The notions department bids farewell to Mrs. O. Jenkins, Mrs. A. Baskerville, Mrs. I. Ramsay, Mrs. G. Macdonald, Mrs. K. Kormylo, Mrs. I. Keena and Mrs. M. Wilson, who recently left to take up domestic duties.

Sorry to hear that Mary Macdonald (notions) has been ill.

Jean Drummond's diamond isn't just a notion, it's an honest-to-goodness reality, and so is the lovely smile Jean's been sporting!

What local basement Scotsman was the recipient of a "bootiful" gift during the Christmas season? The sixty-four dollar question is: What was the gift?

Ann Prophet (basement store) has just come up for air after a siege with the flu.

The basement store is happy to welcome back Winnie Watson after her sojourn in the R.C.A.F. (W.D.).

The expectant look on the faces of the basement store members is caused by that long-awaited bowling party coming up at the beginning of February.

Don't say there isn't a Santa Claus to Ruby Buckley (basement store), because a very special person came home just in time for Christmas!

MAIN FLOOR

With open arms the nations welcomed Ted Brisbain home after two years as one of their representatives in the "wavy navy."

He Didn't Forget. Vera McIntyre (notions) received a dozen Talisman roses as a Christmas greeting from her best beau, now with the occupational forces in Germany.

Jimmy Russell (candies) has "flown" right back to Eaton's after three years in the air force. Could be that Jimmy will be taking his "Dizzy" (tunnel transfer office) out and "doing the town!"

Now stationed in Dartmouth, Irene Douglas, R.C.A.F. (W.D.), formerly brush counter, drugs, couldn't resist writing a letter to her former department to ask about old friends.

"An eye for an eye and a tooth for a tooth," but Marge Patterson (magazines) lost her tooth to the dentist. Oh, did it hurt!

Glad to see Miss Leah Vincent back after a siege with the flu.

Two lucky gals are Olga Dehod (books) and Hazel Briscoe, both receiving sparkling diamonds in their Christmas stocking. M-m-m! was Santa good to them!

Sympathy to Alex Platisko (hosiery) on the death of his beloved mother.

Chalk up another hit for the hosiery gang, whose Christmas would not have been complete without the annual Christmas get-together at the Caledonian Rink on Boxing Day. Everyone lucky enough to have a husband, dragged him along (confidentially, it didn't take much dragging)—and eat, dance and be merry was the order of the evening.

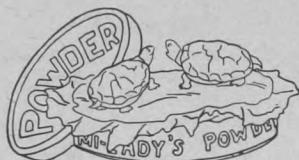
Over the grapevine it's reported that Sybil Lay (formerly of Helena Rubenstein counter) was married on December 13th to the manager of the Palliser hotel in Calgary. Congrats, Sybil!

A double welcome home to Major Roger Harding (group manager) and Lieut. "Gerry" Despard (head of department), women's accessories.



Signing the Register

The charming bride is Nellie Vanderhorst, now Mrs. Douglas Earle, whose wedding was recently solemnized at St. Stephen's Church, East Kildonan.



"Personally, I prefer sand."

A few days before Christmas
When crowds were at their height,
Our powder-mixer, Mrs. Smith,
Received a little fright!
An order had been taken,
The work was nearly done—
When our dear Winnie turned her back
Two children saw some fun.
Two turtles they had with them
For mischief on the way,
And into Winnie's powder-box
The beasties they did lay!
Imagine Winnie's horror
When, turning round, she saw
Two powder-covered turtles,
Who gazed at her in awe.
The pet shop needed turtles,
The last one had been sold;
Those orphans came in handy—
The tale has now been told!

"A-nursing She Shall Go!" Joyce Hardy (candies) left January 5th to begin training at the General Hospital. The department "gals" presented her with a Waterman's nurse's set of pen, pencil and thermometer. We wish you all the luck in the world in your new profession, Joyce!

New Year's Eve started off 1946 with a bang for Doreen Baillie (candies), when that one and only Hugh Rutherford (signature, candies) came home after three and a half years overseas with the 12th Manitoba Dragoons.

Our sympathy to Mr. Douglas Edwards (drugs) on the death of a brother.

Sorry to hear Mrs. Lydia McClelland (drugs) has been away ill.

Leona Franklin (toys) is also on the list of Christmas engagements. The lucky man is Mr. Leslie Smith.

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SECOND FLOOR

Discovered! Marge Milton (yard goods) stealing admiring glances at her "beautiful" wrist watch. Christmas loot, Marge?

Shirley Hayden (yard goods) has been remarkably healthy these days.

Who's your doctor, Shirley?

Mary Galonski's (store post office) "big moment" returned home from overseas December 8th.

Post Office: Doreen, tell us more about Morris!—Glad to see Mrs. M. Haycock (staples) back after a short illness!—The post office gang treated themselves to an "informal shindig" at Myrtle Benson's home to the tune of cards and eats! Esme Wright brought in the bacon with the highest score. P.S.—Bruce Tarrant also attended.

Thirty-Four



Honouring Mr. L. A. Tempest

On Wednesday, January 23rd, the staff and management of department 203 (fashion accessories) held a dinner and social evening in the Andrews Hall, Norwood.

The dinner was given in honour of Mr. L. A. Tempest, the popular head of departments 3 and 4, mail order, in token of appreciation for his splendid leadership for the past three years as group manager of department 203 during the absence of Mr. R. B. Harding.

At dinner, several sincere verbal tributes were made to the guest of honour, some of which were in poetic form, eulogizing Mr. Tempest in "heroic vein."

The evening was climaxed by the presentation (somewhat unusual in form) of a Parker "51" pen and pencil set, in token of unanimous appreciation of his friendly and effective leadership. To complete a grand evening, one and all enjoyed a varied programme of fun, including games and music.

A verbal bouquet was handed to Miss Mary Ripley, who, as social convenor, was in charge of the arrangements.

The staff of department W203 are happy to have Mr. R. B. Harding, group manager, and Mr. W. G. Despard, head of department, back with them again.

A joint farewell party was held by the fancy goods department at the home of Mrs. Ellen Rodway for Mrs. E. Anderson and Mrs. K. McIlquham, both leaving to take up housekeeping. Entertainment was afforded by Kitty and Jean—they made cute soldiers, didn't they, gang? Guests of honour were presented with vases and the department gave them a rousing send-off with a pile of snowy linens for Mrs. Anderson and a beautiful crystal mirror for Mrs. McIlquham.

Sorry to hear Mrs. S. Ludwick (fancy goods workroom) has been away ill for quite some time.

Just a Mere Detail

A clerk in a shoe store was trying to persuade his customer that a certain pair of uncomfortable shoes fit him.

"These shoes are too narrow and too pointed," said the customer.

"Oh," said the salesman, "but they are wearing narrow, pointed shoes this season."

"That may be," answered the suffering customer, "but unfortunately I am still wearing my last season's feet."

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THIRD FLOOR

It is learned that Frances Gordon (groceries) has just undergone an operation. We hope she will soon be on the "royal road to recovery."

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FOURTH FLOOR

December 17th was the date of a very merry Christmas shindig held by 241 and 341 departments at the Professional and Business Women's Club, Boyd building. Santa Claus very kindly allowed Mr. John Manson (Calgary) to impersonate him, with a pack brimful of surprises. Everyone had one "whale of a good time," refreshments and a carol "sing" rounding out a perfect evening.



Welcome home to Newton Holmes (women's dresses), just back from overseas!

Mrs. E. Brand (women's dresses) left to join her husband, who has just arrived from overseas.

A Christmas diamond is flashing its myriad colours on Violet McLellan's (women's sportswear) all-important finger. Can't think of any way more suited to start the new year right!

Sorry to hear that Mrs. M. Eleaver (women's dresses) has left us owing to ill health.

Glad to see Mrs. J. Wilson back in the "old groove" after a short illness.

It's certainly not an ill wind that brings the news of a son's return, and is Mrs. Grace Henry (sportswear) beaming!

Bienvenue à Winnipeg!

Miss Jeanette Norbert, formerly of Eaton's, Montreal, where she was for eight years with the electrical department office, recently transferred to Winnipeg store and is on the staff of the catering department office. Welcome, easterner—we hope you'll soon be acclimatized!

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SIXTH FLOOR



Why the brilliant glow surrounding Elsie Smith (pictures) lately? We'll let you in on a little secret, folks: her "better half" is on the way home!

Ted Keena, recently discharged from the air force, dropped in to say a big "hello" to the carpet department.

The Queen Elizabeth is a ship of great importance to Evelyn Ross (pictures), for sailing swiftly towards her from India is her long-absent R.C.A.F. husband.

A big welcome to Lieut. Jack McMurphy (carpets). Bet it's swell to be back, Jack!

Sympathy to Mrs. Ann Gardner (pictures), whose father, Mr. Jennings, recently passed away.

Returning from overseas, L/Ac Harry Lawrie dropped in to see his old pals in 274 department. Harry is now attached to the Vancouver store.

Congrats to Mr. Morley Wellband (furniture) on his birthday January 6th. We understand you're a skilled chef, Morley. Did you bake your own cake?

Another Eatonian bachelor, Andy Connor, has joined the ranks of the blissfully wed. The marriage took place on January 19th; the bride was Miss Ruth Peake, only daughter of Dr. and Mrs. W. H. T. Peake, of Transcona. The paint department had just about given Andy up as having a hopeless case of bachelorism. However, they were so happy about the whole thing that the "boys" chipped in together and presented Andy with a handsome fountain pen along with other suitable gifts from the department.

SEVENTH FLOOR

The Victoria Bowling Alleys were graced by a slightly bewildered looking crew of twenty-four members representing the electrical department on January 9th. Determined to do or die in the attempt, grim-faced individuals threw, tossed or bounced the balls down the alley; but their big moment came at last when the masterful tones of Jack Mavins announced a "strike!" When the dust of battle settled, Walter Krawchuk was found to be leading with a score of 695, and Tom Lowe a close second with 652. The women's high was captured by Kay MacDonald with 602, the runner-up being Vi Holloway. Keep up the good work, folks!



Our deepest sympathy to Winnie Day (electricals) on the death of her beloved mother.

Hockey fans, take note! We have a Ranger in our midst in the person of Bill Ramden (electricals), star centre of the Rangers junior hockey team. He's quite a modest young "fella," and we couldn't get much out of him except that hockey was his "meat." Is it rationed, Bill?

The stork covered himself with glory by leaving a 9½-pound baby boy at the home of Mr. and Mrs. Ronald Keller (nee Margaret Hives, former member of the stock audit). "Grandpa" Sam Hives (painters) is doing some strutting too!

Mark Westmacott is back in the stock audit after his sojourn with the air force.

Sgt.-Maj. Tommy Smith (stock audit) is taking it easy (lucky guy!) after an emergency operation in Fort Osborne hospital.

It's reported that John D. MacKenzie (stock audit) met with an accident while on duty in England and is expected to arrive in Canada shortly aboard a hospital ship.

Flying Officer S. Agnew, a former member of the stock audit, has returned from overseas service and is expected to resume his duties in the very near future.

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ELEVATORS — Ups and Downs

Petite Ann Schroeder is another romantic "casualty" this month. Cupid's quota of Christmas arrows completely demolished any resistance (if any), and Ann's smile rivals the sparkle on her finger!



"Caruso" Now Has Her Man Friday!

Wedding bells rang on January 24th for Kay Caruso, popular elevator gal. Mr. J. Cheale (inspector) presented a beautiful lamp to Kay on behalf of the girls, along with sincere wishes for a long and happy life.

What elevator girl's voice has a slightly different sound lately? Do you miss those tonsils, Jean?

A U.S.A. captain has a very special corner of Nessie Johnston's heart. It's rumoured that wedding bells may be chiming next summer!



Top Row, left picture—head table: Mrs. F. T. Mace, Mr. T. M. Elliott, Mrs. I. Dickson. Facing, left to right—J. Blythe, Mrs. J. McLellan, B. Davidson, Mrs. J. R. Scott and L. Mitchell. Right picture, left side—B. Gill, H. Schram, F. Halderman, Mrs. P. Laviolette, F. J. Scott. Right side—C. Philo, W. Wood, Mrs. F. Halderman, P. Laviolette, Mrs. F. J. Scott.

Second Row—Bud Davidson presenting Harry Beally with bowling prize. Head table—Mr. I. Dickson, Mrs. F. T. Mace, Mr. T. M. Elliott, head of department; Mrs. I. Dickson.

Third Row—Mr. B. Hughes, Mrs. V. Bellamy, R. Cooper. At left—L. Mitchell, Mrs. Wellbanks, "Bobs" O'Grady, J. Blythe, Mrs. J. McLellan, C. Philo, H. Beally, Mrs. N. Davidson, Mr. Wellbanks.

Fourth Row—Mrs. K. McGaw receiving presentation of ladies' bowling prize from Bud Davidson. R. Cooper looking on. Santa Claus (Verne Bellamy) awaits opening of gift to Nancy Kelly. J. McLellan in centre sneaks a peak. E. Goldstraw, Mrs. R. Cooper, K. McGaw. Inset, Mrs. J. R. Scott.

Fifth Row—Bud Davidson making presentation of bowling prize to P. Laviolette. Mr. Dickson in centre. Mrs. K. McGaw and Mrs. L. Mitchell. Mr. F. T. "Gerry" Mace, Mrs. T. M. Elliott, Mr. I. Dickson and Mrs. F. T. Mace.

Santa Claus and All!

General Audit Has Christmas Party

The general audit Christmas party rolled off to a grand start on the evening of December 11th at the Saratoga Bowling Alleys. After three highly (?) competitive games the "gang" congregated at the Antique Tea Rooms, where a sumptuous repast was awaiting them.

Mr. Bill Gould obliged with several humorous stories, which were greatly enjoyed by the guests. Mr. F. T. "Gerry" Mace, who has returned to the general audit department after four and a half years' active service, in true army fashion called upon "Bud" Davidson to propose the toast to the King. Welcome back, "Gerry!"

Dinner over, presentation of bowling prizes was made by Bud Davidson (master of ceremonies) to Mrs. L. Mitchell, Mrs. K. McGaw, Mr. Phil Laviolette and Mr. Harry Beally.

Shortly afterwards the still air was rent with the sound of sleigh bells and our old friend Santa Claus paid a visit to this jovial gathering. Beneath the beautifully decorated Christmas tree were gifts for all. Santa distributed the presents with the understanding that each must be opened, which created many a hilarious moment. (What can you buy under two-bits that's expensive!)

Upon the departure of Santa Claus (could that be you, Verne?) the gang gathered round Mr. Elliott at the piano for a rousing sing-song before proceeding home.

Arrangements for the evening were under the supervision of Bud Davidson, Joe McLellan and Jim Scott.—(B. D.)

A Gay Night at Brandon!

Eatonians in Wheat City Enjoy Dinner and Christmas Tree

Because of those festive paper hats, this doesn't look unlike a gathering of bishops. However, the merry laughter that's bubbling around the dinner tables tells the story of a gay party when the management of our Brandon store tendered an informal Christmas dinner and tree to the staff on December 18th at the Prince Edward Hotel. Guests of honour were Messrs. R. S. McCordick, general manager, and W. B. Pickard, mechanical superintendent, who brought greetings from our Winnipeg store.

Mr. H. McCausland acted as master of ceremonies and, together with the able assistance of the entertainment committee, provided an evening chuck full of amusement, even producing a true-to-life Santa Claus!

A programme of dancing concluded an enjoyable evening.



Regina Staff Honours Miss Mayme B. Watson

Retiring After Twenty-seven Years With Eaton's

Miss Watson started her career at Eaton's in the Winnipeg cash office, under the guiding hand of Miss M. Loftus. Winnipeg was fine, but feeling the call of the west, she headed for Saskatoon, where she still "counted pennies" for Eaton's. When she came to the Regina store, however, she found peace and contentment until her retirement December 31st. Rumour has it she is going to live with her sister at the west coast—others say she is buying an island out there for herself. Wherever she goes, management and staff of the Regina store wish her health and happiness in her undertakings.

Friends and co-workers met in the assembly hall on the eve of her departure to say goodbye. Miss Helen MacDonald, speaking on behalf of the staff, presented Miss Watson with a handsome rawhide travelling bag, a lovely leather purse and triple string of pearls. Mr. Maitby wished her well and presented her with a beautiful neckpiece of three mink furs, a gift from the management. Since the New Year there have been several farewell parties in her honour, and it is with sincere regret we say au revoir to Mayme.

Thar's Snow In Them Thar Hills!



At 7.45 a.m. the other day, **Mr. Bob** ("pocket battleship") **Hutton**, former first assistant, sales audit office, now retired after over three decades of Eaton service, sat down in his mountain home near Vancouver and wrote ye editor a letter. Among other things, Bob, who has acquired that superiority complex about the west coast weather common to all residents of that soggy (in winter) clime, did a bit of bragging. "last month," says Bob, "instead of being cold and snowy like Winnipeg, had three days without rain. But what do we care," he adds;

"we don't have to shovel it, and I still wear my light coat."

(Since Bob's letter arrived we hear that there's been a howling blizzard in those parts, so mebbe you **do** have to shovel it, eh Bob?—Editor.)

BOX FACTORY

We are pleased to report Mrs. Osadick's return to work after quite a lengthy illness.

Our veterans curling rink—H. Darrock, J. Cleaver and Stan Taylor, skipped by G. Agnew—is coming along very well and will be a strong contender for the group trophy. Here's hoping, boys!

We understand Mr. J. Cleaver is building a new home on Strathcona Street. May we anticipate a house warming party, Jim?

No wonder Miss Keller is all smiles these days. Her boy friend was among the recent arrivals of our heroes from overseas.

Swish! — whoo! — and climb up again! A grand time was had by all at the recent toboggan party at Polo Park—and, by the way, did you notice the shine on Art Macdonell's face? How come, Art? What fun! Let's go again soon!



By Pat Buckley

Fancy goods work room: Our deepest sympathy is extended to Miss A. Napier and her family in the recent loss of their mother.

Congratulations and best wishes to Miss Margaret Mar-cell, who received a lovely diamond for Christmas. The lucky fellow is Howard Ketcheson.

Departments 113-122: Miss Annie Moore left Friday, December 21st, after having been thirty-nine years with the Company. A luncheon was held in her honour on Saturday at the St. Regis Hotel, which was attended by twenty-two of her business associates. Following the luncheon, the guest of honour was presented with a lovely brooch. Our best wishes, Miss Moore!

Marriage has claimed three more 122 department girls.

Joyce Brady became Mrs. Emery Dulmage on January 12th. Joyce was presented with a bedthrow from her associates and a chenille bedspread from 122A and 122B girls. Mr. and Mrs. Dulmage will reside at Crystal Beach, Ont.



Wedding bells rang for Anita Krutz on January 19th. The lucky man was Ed Godkin. Anita received a lovely bedthrow from her co-workers and a dinner set from the girls. Mr. and Mrs. Godkin will reside at Ladysmith, B.C.



Jean Huccall left January 10th to become the bride of Bill Forrester. Jean was presented with a bedthrow from her associates, and the girls gave her twin travel cases.

A diamond is sparkling on the finger of Margaret Smith, 122A department, placed there by Frank Reid.

December 8th, Evelyn Peck, 113 department, received a lovely diamond from Lou Raymond.

Another happy girl is Alma Schwark, 122 department, who is wearing a beautiful diamond. The lucky man is Bob Single.

By B. Dixon, R. J. Wood, M. Beverley and J. McNiven

Frank Frampton, recently returned from overseas, called in to see us in the drug department. He was looking well and expects to be back at work shortly.

We are indeed sorry to learn of the passing of Miss Janet Tower's mother, and our sympathies are extended to Janet in her bereavement.

This month, department 61 takes pleasure in welcoming back two members, who for the past few years have served with the Canadian navy: Florence Croall, who has enjoyed her time in the navy, is welcomed back and we wish her success and happiness in her civilian life once more. Bob Harvey, also from the navy, has returned to our department and we wish him all happiness on his return to "civvy street."

On January 7th we said goodbye to our dark-eyed Aleta Porteous. Aleta will become the bride of Howard Janz some time in January. On behalf of the department, Mr. McKenzie made a presentation of a lovely bedthrow and sparkling linens. We all join in extending to Aleta and Howard our very best wishes for a bright and happy future!

On December 12th, departments W261 and W61 joined in a lively dance and party. The event was well attended and a very good time was had by all. The big questions arising at the end of the evening were "Where's my hat?" "Where's my overshoes?" and "When can we have another party?"

On December 22nd, department 61 enjoyed themselves as the guests of Mr. and Mrs. Bennie Stoller. The night was oh, so cold! But all who braved the wintry winds received a warm welcome and enjoyed an evening of fun and good fellowship. We all wish Bertha and Bennie good health, good luck and happiness in their new home. * * *

By Florence Paget, W. Johnston and M. Middleton

Department 29: December 31st was a red-letter day in the life of Mrs. Dora Nicholson. On that day her husband arrived back from overseas after a tour of the British Isles and the continent with the 7th Canadian Reconnaissance Regiment. He is in the pink of condition and, we think, will be able to handle our Dora, for a while at least.



SOMETHING NEW!

A Whiskerless Santa!

By Mrs. Edith Dempsey

Santa Claus paid a visit to the girls and boys in department 44, mail order, on Christmas Eve, presenting each member of the staff with a gift. Mrs. Byrne of 1748 department, a guest at the gathering, was presented with a gift of appreciation on behalf of the staff. Shown in the picture is old Santa himself, in the person of Mr. Fred Martin, with the smiling members of the department grouped 'round him. A very happy time was enjoyed by all! (Query: Did Santa lose his whiskers coming down that tall Eaton chimney?—Ed.)



On Christmas Eve, Mr. R. Wilson visited the department to wish everybody the season's greetings. We were all glad to see him in such good health again.

Mr. R. McIsaac welcomed back his son Bill after five years' service overseas with the Army Service Corps. By all reports, Bill is glad to be back in God's country again and is looking forward to his promotion to civvy street.

We hear via grapevine that one of our eligible bachelors has got a new hobby with the army show in the Orpheum Theatre. He is now official make-up man to all the actresses. P.S.—How about an assistant's position?

Best wishes for a speedy recovery to Mr. Jack Swann of 36 mail order, who has been ill for a few days. We hope you will be back feeling fit before this issue is published.

Department 36 received messages recently from Arnold Vandenberg and Johnny Sinclair, who are still serving in His Majesty's forces. We are glad to hear they are both well and hope we shall soon be seeing them back.

Mail order dress goods: L/Ac Sammy McMasters' New Year's letter to us was very interesting. He told of his leave in Cornwall, where he visited St. Ives and Land's End; also mentions the existing conditions in England.

She's the first in 1946! Starting department 33 into another exciting year, Miss Peggy Thomas on January 19th became the bride of Len Scott, a recently discharged paratrooper of the 1st Battalion. Peggy, one of our youngest and newest staff members, was presented with a breakfast set of Devonshire china by Mr. P. Longstaffe on behalf of the department, and a shower gift of bedding from the girls. To this happy couple we wish good luck.

Miss Ethel Jarvis has managed to dodge our wintry weather by going on an extended vacation, visiting friends in Phoenix, Ariz.

Coming to work after Christmas we were surprised to find a bright light in the rayon section. We finally cornered the mysterious ray on the third finger of the left hand of Eileen Rickner. Our very best wishes, Eileen and Joel!

Welcome home to Miss Ethel Sheidow's brother Edwin, who has returned home after three years' service overseas with the Fort Garry Horse.

Had a card from Veronica Walsh, who is enjoying life in the navy down at H.M.C.S. Protector in Nova Scotia, but expects to be back with us shortly.

The staff of department 33 extend their sincere sympathy to Mr. P. H. Longstaffe and his daughter Dorothy in the sudden passing of Mrs. Longstaffe on Christmas Day.

By P. Thompson, J. Kendrick, S. Beale, B. Chatfield and J. Greenwood

Departments 3 and 4 welcome back Misses Mary Cronn and Margaret McDonald after having their bout with the flu; and also hope Miss Muriel Fraser, who is also away ill, will be back soon.

Two happy people are going around with big smiles—and why? Miss Murray, whose brother has just returned from overseas, and Miss Prescott, whose future "better half" has also just returned.

We are also glad to welcome home Mr. Hardinge after two years' service in the army. Mr. Tempest is back again with his old friends in departments 3 and 4, and everybody is quite happy.

A sparkling diamond has been observed on the third finger, left hand, of Irene Hawksworth (department 9, mail order). The lucky man is Hans Jensen, of Central Patricia Mines.

We are very glad to report that Miss Pat Badman, who has been away for two months, is on the road to recovery—also that Miss Elsie Houston is recovering nicely after an operation for appendicitis. Hope you'll both be back soon!

We are very pleased to report that Rose Johnson (department 41) is back with the gang again following an appendix operation. We are glad to see you are as "chipper" as ever, Rose!

A beautiful diamond was observed on the left hand of Miss Margaret Stewart of department W9. The lucky man is Mr. William McEachern. Our heartiest congratulations to them both!

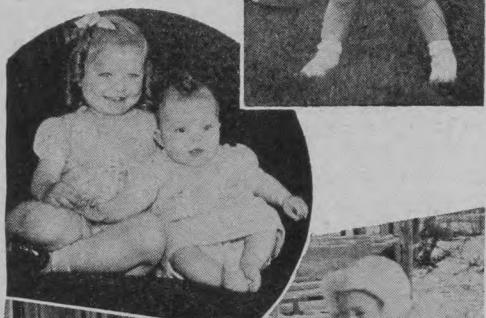
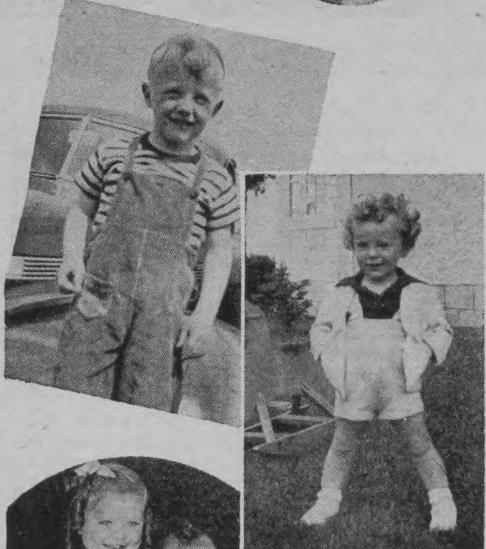
* * *

By R. Soutter, D. Baldron, M. Thompson, M. Ewing and D. Slack

Departments 159, 167, 173: Miss Alberta Smith left December 24th to be married to Mr. Reginald Turle. The wedding took place December 29th at Holy Trinity Church. Alberta was presented with a gift of silverware from the department along with many other lovely gifts.

Department 116: Molly Meiklejohn left on December 20th to be the bride of Delbert Egilson. The wedding took place December 27th. Molly received a coffee table from the department, as well as numerous other gifts. Our best wishes, Molly and Dell!





"CUTE AS A BUG'S EAR!"

Ten Precious "Bundles," All Belonging to Mail Order Eatonians

"Child of the pure unclouded brow
and dreaming eyes of wonder. . . ."

Top Row—**Doreen**, starry-eyed daughter of Mr. L. Richard (72). **Carol Margaret** with the golden curls is 2½ years old and the daughter of Mr. Tom Chester (60).

Second Row—**Robert Stanley** is a reg'lar feller and 4 years old. Daddy is Stan Houston (60), and his doting granddaddy is Mr. Jim Johnston (mail order operating). **Wayne Kendall**—note the sturdy stance—is 2½, and the pride and joy of Mr. W. Hancock (74).

Third Row—**Myrna Jean**, nearly 3, and sister **Lorraine Gay**, 11 months, the bewitching daughters of Mr. M. Howarth (60).

Fourth Row—**Richard** is a gay fellow even at 7 months. Daddy is Mr. J. Lemmen (28). **Donna Gail**, 2, is an outdoors girl, daughter of Mr. B. Paton (72).

Fifth Row—**Evelyn** seems happy about the whole thing; daughter of Mr. Ewart Cooper. **Margaret Joan** is 4 months; wee, dark-eyed daughter of Mr. W. Adams (118). Mother was Sue Patterson (267).

EIGHTH FLOOR — Continued

Mail Order Cash Cage: Wonder how "inquiry" would answer this one? "If you have any love medicine, send me two bottles as soon as possible before Christmas, by air mail."

Miss Anne Prette is still in the hospital. We hope her complete recovery will be soon, and that she will be back at work before long.

Helen Friesen is on the sick list, too. It is to be hoped that good health will soon be Helen's share of luck.

Helen Tetarniuk is back at work again after a brief illness.

Janet Hardaker is away with an infection in her foot. We hope it will be quickly checked and that we will soon hear her cheery "Jeepers!" again.

A former cash cage girl, Sheila Page (now Mrs. Arthur Rigby-Jones) became the proud mother of a baby boy on January 10th, 1946. She is now residing at the coast.

Mr. Sid McKay has been suffering from a cold, too, necessitating his taking a few days off.

Congratulations to Mr. and Mrs. Bill Summers, the proud parents of a husky baby boy. Mrs. Summers was formerly Florence Clarke of department 167.

We are pleased to see Doris Query back to work again after a sickness of several weeks.

We are glad to welcome back to the departments Julia Simpson, Alice Nicholls, Hilda Booth, and also Ken Johnson, Bill Gray, Eric Gyles and Frank Arnold, who have all served in the armed forces.

Three happy girls who are wearing rings on that certain finger—Selina Deason, Margaret Thorburn and Sophie Matheson. Best wishes, girls!

On January 12th Miss Mary Cameron celebrated her anniversary of thirty years with the company. Her desk was beautifully decorated with numerous gifts, and during the morning many of her friends from the store and mail order came to congratulate her. Miss Cameron was the founder of the Penny-a-Week Club in the T. Eaton Co. Limited.

Glad to welcome back Georgie Schram after a lengthy illness. Hope you will keep well now, Georgie!

Happy to welcome back Devet Casson after her recent illness.

We have received a copy of the "Sentinel," an eight-page paper printed in Germany by members of the Canadian Infantry Brigade (Rifle), C.A.O., of which our C.S.M. Dave Mackie is managing editor.

* * *

By N. Robson, S. Fleming and May Scott

 Fun! Yes, siree!—that's what we had on Christmas Eve in the mail order jewellery! Santa Claus was really going his best speed and never missed a trick. Prior to the occasion Santa had received some rather difficult orders to fill in these times of shortage in materials. But being a go-getter, he did a streamlined job of meeting the necessary requests and some of the folks received some large and tricky parcels.

Deepest sympathy of her many friends is extended to Mrs. S. Morton of department 104 in the loss of her mother, who recently passed away.

Departments 15 and 17 went all out for a bowling tournament. Yes, with turkeys for prizes, too! (The turkeys were not won by the two little Sams.) Congratulations to Mr. Fleming and Olga Pauhl, the lucky winners.

Cupid shot some lucky arrows around the mail order jewellery department when Ruby Lamb and Lily O'Dowd came smiling in with a flashing sparkler on that "I will" finger.

Ruby Lamb left on January 5th to be married, the lucky bridegroom being James Løve, and the wedding took place in Sparling United Church, Weston, on January 12th. Ruby was presented with a beautiful linen banquet cloth and serviettes by Mr. A. Cranston on behalf of the department. A dinner was held in Ruby's honour at the Homestead by her associates, where she received a pretty bedthrow. Miss Kay Lang made the presentation. Best of luck, Ruby and Jimmie!

"Call me daddy," said Jack on December 28th, throwing out his chest and at the same time making a Dart for the door. No doubt he was somewhat Bowled over. However, this may improve his bowling with the Robbins (we hope). Mrs. Donnett and little Jimmie are both doing fine!

On January 5th department W1 presented Miss Vera Cox with a gift of bed linens and bedthrow on the event of her leaving to reside in Sydney, Australia, where she will become the bride of Harry Tuffy of the Australian air force. We trust, Vera, that Ottawa won't keep you waiting too long for that official word about



Many Happy Returns! Miss Mary Cameron, Penny-a-Week Club founder, celebrates thirtieth anniversary of Eaton service.

leaving, and our best wishes go to you and Harry. May your long journey be a very pleasant one!

Our good wishes also go to Miss Lily Bjerke, late of the R.C.A.F. (W.D.), who leaves shortly for Toronto to take up a business course. We'll be seeing you in six months, Lil!

Stop Press — Late Curling News

The Civic-Caledonian Rink has been the scene of many stirring struggles this year in the McGee Cup competition. Previously, only the two or three leaders in each group were entered in the McGee classic, but this year every rink had a chance and this writer thinks the change is a really good one.

There were forty-eight rinks started and the eights have been reached, which would indicate that the semi-finalists will be known before bonspiel time.

Ken Barling won two games, his last effort against Ken Sutherland being well worth watching—both rinks curling well.

Tucker surprised Laidlaw by handing him the short end. You know Bobby—he is optimism personified. Matthews and Ramsey were both soundly trimmed, much to the writer's surprise, for they both have good rinks. Sid Florence beat McKnight. Early in the game Sid piled up a lopsided score, but Mac fought back gamely; seven counters in the last two ends—just one short of the extra end. Hard luck!

Stewart beat Scott handily—those boys with Stewart, including Runner Frederickson, are curling well these days. The Cameron rink beat Boyd. They, the Cameron rink, are from the men's clothing and include Supervisor McKeag and Department Head Martin (other departments please note). They are the surprise of the tournament so far. Good luck to them!

These are a few notes from an observer "Behind the Glass Window."

* * *

On Saturday night, January 26th, Eaton curlers entertained two rinks from Carman and one from Sparling at the Civic-Caledonian Rink. After a friendly round of curling during which the visitors trimmed their hosts, dinner was served in the club rooms.

Eatonians Entertain Old Folks

Employees' Charitable Fund Committee Stages Twenty-eighth Annual Christmas Party at Middlechurch

"Grow old along with me!
The best is yet to be,
The last of life, for which the first
was made—
Our times are in His hands."

—Robert Browning.

Would that the hundreds of you Eatonians who regularly contribute to the Employees' Charitable Fund (and are there any who don't?) could have looked in at the Old Folk's Home on the night of December 27th and watched the smiles of happiness light up each time-worn face as names were called and gifts presented! It would have been but one fine example of the good works made possible by the "trifle" we part with for the fund each month—and never miss!

The "pilgrimage" was made up of members of the committee and a busload of entertainers from the "Trumpet Call Revue." Under the direction of Messrs. Bob Robertson and Sam Fleming, the "Trumpet Call-ers" staged a high-class programme. This was thoughtfully chosen to include songs and musical numbers which are time-honoured favourites dear to the heart of "the boys and girls of yesterday."

Gifts for All

Santa Claus (Bill Hurlburt pinch-hitting in the role) then appeared to present the gifts. However, before doing so he was spirited under the mistletoe by a certain young-old lady resident of the Home—a traditional custom, it seems, which we had forgotten.

"Inasmuch as Ye Have Done It Unto One of the Least of These . . ."

The little ones who reside at the Children's Shelter were thrilled at Christmas when a big bouquet of flowers arrived for them. Unpacked, it soon was casting its fragrance over the living room, already bedecked to welcome Santa Claus.

Alex Gilchrist (132) who "grows his own" in a large greenhouse, was the thoughtful sender. He recently received a letter of thanks from the good ladies of the committee. They also extended thanks to Santa Claus—"he was a dear, and the children adored him."

(Well, he also loved the children, so that makes it mutual.)

Every Little Bit Helps!

A cheer for Gwen Graham and Janet Reid (147). While wrapping many of the Canadian Legion Christmas tree gifts they got an idea. Soliciting among co-workers on the second and third floors, they got thirty-three gifts. A number of thank you letters have since been received addressed: "To the Markers and Parcellers, Second and Third Floors."

Drapery Staff's Thoughtful Gift

Similarly comes a letter from a grateful patient in St. Boniface Sanitarium thanking the drapery and contract department staffs for the manicure set which was sent to her via the Legion Christmas tree.

Following the distribution of gifts supplied from the Eaton Employees' Charitable Fund, brief addresses were given by Mr. B. C. Scrivener, Mr. Harry Greenwood and Mr. J. R. Scott, the latter being chairman.

Mrs. A. C. MacMillan, president of the board of the Home, expressed the thanks of the residents. "We always look forward to the Eaton employees' annual visit," said she, "as one of the very best of all."

The Eaton contingent were then served with delicious refreshments by the good ladies of the Home committee.

Among those who attended (and, indeed, have done so for many years) were Mrs. B. C. Scrivener and Mrs. A. D. MacDonell.

January 10th, 1946.

Mr. H. Greenwood,
The T. Eaton Co., Limited,
Winnipeg, Man.

Dear Mr. Greenwood:

The ladies on the Board of the Middlechurch Old Folk's Home wish to thank you and your helpers for the wonderful things you did for our old folk at Christmastime. With your concert, Santa and his gifts, you made Christmastime bright and happy for them.

Yours sincerely, Anna Jeffrey.

Christmas Parcels to the Services

"Thank you" letters from our boys and girls still in the services are now reaching "Contacts" expressing grateful appreciation to the Company for the "swell parcel I received at Christmas." We've heard from:

Cfn. Bill Wiesner, Shilo Camp, Man.

Sgt. Doris Bradley, C.W.A.C.

PO/Tel L. Jones, H.M.C.S. Bytown, Ottawa.

Gnr. S. Dezengoski, H.Q. Fixed Defences, Esquimalt, B.C.

F/S H. T. Holloway, H.Q., R.C.A.F., Vancouver, B.C.

It Was Kind of You to Write

"Contacts" thanks those Eatonians and ex-Eatonians at distant points who so kindly sent us cards and messages at Christmas. We are glad to know that the publication is reaching you regularly. Also that its pages succeed in keeping you posted, at least in some measure, about friends and familiar scenes in the Winnipeg store.

From London comes the story of the two Yanks who wanted to see the War Office, but didn't know on what side of the street it was located. They hailed a passing Tommy, and asked: "Which side is the War Office on?" The Tommy thought hard for a moment, then replied, "Gorblimey! Ours—I think!"

—“Northern Lights.”



About the Pictures

At left—Standing, left to right; J. McCarrie, H. Parkin. Seated: P. Moore Jr., G. Wain, J. Maltman, J. Fergus, the bridegroom (and he's still smiling), J. Roberts, A. Charbonneau, J. Anderson.

At right—M. Fortes, P. Kelly, L. Crawford, T. Clarke, J. Preece.

JACK FERGUS' LAST STAND

The cameraman caught a bunch of the engineers en stag, to fittingly celebrate Jack Fergus' joining the ranks of the "two-can-live-cheaper-than-ones." Festivities were held at the home of Jim Maltman on December 15th, and on Boxing Day Mr. Fergus was married to the charming Miss Myrtle Andal.

Jim Fergus saw five years' service overseas and joined the engineers staff upon his discharge a few months ago. At the stag "round-up" honours were done by Percy Moore Sr., and Mr. Fergus received a lovely trilite lamp as a token of the esteem in which he is held by his fellow workers.

Our best wishes to this happy couple.

PRINTING PLANT

By Miss M. Hoffman

Eddie Greer returned from overseas at the beginning of the New Year. After visiting in the department, he left for Vancouver to visit his parents for three weeks before returning to work. His wife accompanied him.

Besides Dave Irons and Ed Leveque, we have on the sick list Fred Escott, Margaret McBeth, Harmace Poulin, Mrs. Holgate and George Stamp.

Ed Leveque dropped in to see the boys the other day. Although he still walks stiffly, he's getting around!

Tom Whittington has retired from the Company after twenty-six years' service. Upon leaving, he was presented with a barometer by his co-workers, Mr. W. McLaren (manager) doing the honours.

Prior to Christmas, the girls of the department held a party at the Homestead. M-m-m-m! What food! What noise! What fun! Needless to say, everyone had a wonderful time.

Congratulations are in order for Miss Eva Dubois, who completed twenty-five years with the Company on January 24th. The girls presented her with a purse and compact.

We regret to announce the death in Vancouver of Annie Mortimer, an old-time employee of department 1745. Annie came to us about six months after the department was started, and was well known to all the staff.

IT'S A GIRL!

Congratulations to Jack Caine (display department) on the birth of a daughter, Janice, Wednesday, January 23rd. Mother was Margaret Hardy (draperies).

CANDY FACTORY

By L. Montgomery and J. Soboden

A hearty welcome is extended to Col. Reginald D. Hinch on his return to civilian life as manager of our department.

Congratulations to Mr. and Mrs. Martin McLean on the birth of a daughter (Gail) 8 lbs. 6 ozs.

Sgtm. Harold Rothwell visited the candy factory on his return from overseas.

A welcome home is extended to Harold Rothwell and Bob Purdy, members of our department, who arrived home from overseas December 31st. We will all be looking forward to their coming visit to the department.

DRAPERY WORK ROOM

By M. E. Holmes and Miss E. McHugh

On December 29th, Jimmy McCurry became the proud father of a baby girl, Maureen Elizabeth. Mommy was Violet Huguet, formerly of this department. Congratulations to you both.

Congratulations are in order for Miss Betty Filbert, who returned after the Christmas holidays with a diamond on the all-important finger. The lucky man is Sid Mills.

We are sorry to say goodbye to Kathleen Tanchuk, who left 1767 office on January 17th. Kay's husband, who was with the Perth Regiment overseas, returned home on the 18th. Your friends in the workroom wish you both the best of everything.

(For retirement of Miss Phyllis McIntosh, please see Page 19.—Ed.)

Congratulations to Mr. Ed Holmes, 1767 department, whose poetic tribute to the Winnipeg Rifles was published in the Winnipeg "Town Talk," January 10th issue. "Contacts" is hoping to space this poem of eight verses in the near future.

CONTACTS

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THE T. EATON CO. LIMITED

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the Co-workers of the Organization.

Vol. 21

February 1st, 1946

No. 1

Editor: W. E. C. HURLBURT
City Advertising

Honourable Mention

Excerpt from letter received by the charge accounts office:

"I would particularly like to mention the courtesy and efficiency of the driver who calls at our apartment. He is an ambassador of good will and I am sure must win many friends for your Company."

Driver W. R. Wilson, please take a bow!

* * *

A St. Vital customer has written the Company commending "a very efficient lady—No. 64 in your paint department, main floor—who gave me splendid advice on floor wax . . . and has a very pleasant manner."

An "orchid" here to Mrs. Martha Greig for her excellent service!

* * *

Accompanying the following appreciative letter from an East Kildonan woman was a lovely box of chocolates:

"This is just to say a very grateful thank you for your courtesy and efficiency in helping me with my telephone shopping.

"Being unable to do my buying in person, it is certainly wonderful to know that 'No. 27' is always ready to take a real interest in choosing just what I want. I think you must have a sixth sense, because you have never sent anything but what I would have chosen myself."

The telephone courtesy and efficiency of Miss Lillian Ward, lingerie department, prompted this fine tribute.



Ruth Spurway Goes to Educational Office

Our educational office is growing. Miss Ruth Spurway, formerly in charge of the fur department office, has "changed her sky" and began new duties with the educational office on January 21st.

Here she is assisting Miss K. M. Kerr in the wide variety of training and personnel work that is required to help our staff function efficiently. Miss Spurway goes to this new venture with personal qualities and a background of twenty-two years' experience in the Winnipeg store, which will play an important part in her success.

Swim Stars You'll Remember

(Continued from Page Thirty-Two)

And what a triumphant homecoming it was! There is not sufficient space to adequately describe the scene, but a few words will not be amiss. Reception at C.P.R. station—long procession of cars and floats. Greetings at city hall, with suitable gifts. On to the Parliament Buildings; more greetings and gifts! Indeed, this was a royal reception, and the papers next morning claimed that 60,000 people turned out to greet the heroine.

I think you will all agree with the writer in leaving this mention of Judy to the last, and will add with me: "Yes, last but not least—in fact, greatest!"

AROUND THE STORE (Continued)

Olive Ludtke (service meats) is another radiant "engagementee" this month!

Selma Wachenfelder (service meats), leaving to enter training as a nurse, was presented with a nursing set of pen, pencil, clinical thermometer, identification bracelet and compact by her associates. Good luck, Selma!



Congratulations and Best Wishes!

The wedding of Mr. Jack Morrison (head of department, painters) to Miss Helen Caldwell was solemnized on December 27th at Norwood Presbyterian Church, the Rev. D. T. Evans officiating. Isobel Morrison, sister of the bridegroom, was bridesmaid, and Mr. A. Arnason (head of department, garage) was best man. A reception at the Fort Garry Hotel followed the ceremony.

Mr. Morrison was presented with a Coalport dinner set from his associates. A host of friends around Eaton's wish Mr. and Mrs. Morrison a long and happy life together.

In Memoriam

The heartfelt sympathy of all Eatonians goes out to MR. C. H. BROLEY (manager of Moose Jaw store) in the loss of his wife, who passed away on December 20th after a lingering illness.

Also to MR. P. H. LONGSTAFFE (head of department, dress goods, mail order), whose wife passed away on Christmas Day.

**We extend deepest sympathy to the following Eatonians,
who have recently lost someone dear to them:**

In the Loss of a Father

MISS M. STEWART (277)	MR. J. NICHOLLS (228)
MISS A. STEWART (144)	MISS I. ORLOWSKI (28)
MR. F. LAMONT (101)	MRS. BARTLEY (279)
MISS M. SMITH (119)	MISS S. GIBBS (144)
MR. E. WORKMAN (229)	MR. E. KUCHARSKI (127)
MISS D. WORKMAN (101)	MISS E. RICHARDS (117)
MR. E. WORKMAN (146)	MR. G. HARGREAVES (132)
MRS. F. FINLEY (252)	MISS E. BUFFIE (241)
MR. L. NICHOLLS (279)	MRS. A. GARDNER (274)

In the Loss of a Mother

MR. A. BUZZA (229WR)	MRS. D. INGS (277)
MR. K. VIRTUE (1766)	MR. J. PALSSON (60)
MRS. J. GREENWAY (131B)	MRS. A. MORTON (107)
MR. M. PLATSKO (201)	MISS NAPIER (224WR)
MISS L. GREENING (210)	MR. L. MANN (284)
MISS M. GREENING (5)	MRS. W. DAY (277)
MRS. E. BOYD (300A)	MR. G. DUNSTAN (1766)
MISS J. TOWERS (12)	MISS R. HIGGINS (102)
MISS R. BISSON (15)	

In the Loss of a Brother

MISS V. GESKE (116)	MR. J. FARMER (61WR)
MISS A. PAUL (4 WR)	MISS M. HUCULAK (113)
MR. G. McFADZEAN (151)	MR. P. IRONSIDE (55)
MR. D. McFADZEAN (151)	MR. D. EDWARDS (212)
MR. J. R. SCOTT (109)	MRS. E. VIVIAN (236)

In the Loss of a Sister

MISS B. TILLEY (300C)	MISS H. GLOWACKI (281)
-----------------------	------------------------

CAREER-BOUND EATONIANS—

*Do You Realize the Untold Benefits
That Can Be Achieved by Using—*

Your Educational Library

(Second Floor, Hargrave South)



(A corner of the Library. In centre is Miss Kerr, educational adviser.)

Available to all Eatoniens is the largest and most comprehensive business library of its kind in western Canada!

Here you will find hundreds of textbooks by best-known authorities. Books on a wide range of topics, a study of which will broaden your knowledge and opportunities . . . help you to be ready for the job ahead! For example, there's books on every phase of **Buying, Selling, Advertising and Display, Fashion, Home Furnishings, fabrics, Color Harmony, as well as books for the executive-minded on Leadership and Staff Organization.**

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